MATT
CLARKSON

CREATIVE PORTFOLIO

The Red Dragon
King Arthur's Quest
Stonehenge Paragliding
Voyage of the Mary Rose

Simworx Robocoaster
CONCEPT DESIGN
PORTFOLIO
PRE-SHOW NARRATIVE
LOCATION:
QUEUE EXPERIENCE:
Little Lab of Horrors
The Final Jump

Hi!

With over sixteen years of experience as a Creative within the themed attractions industry (including the last two as Creative Director), I have been responsible for a highly skilled Creative and Marketing department while working directly with Sales and Delivery teams to develop compelling, guest-focused designs, marketing campaigns and client presentations.

From initial brainstorming through to final delivery, I have played a key role in shaping content that combines strong storytelling with high production quality, resulting in memorable, award-winning experiences recognised for their creativity and industry impact.

As an experienced Creative leader, I bring a comprehensive skill set including expert proficiency in Adobe Creative Suite and Microsoft Office, alongside advanced 3D modelling and animation using tools such as Autodesk 3DS Max, Blender, and Unreal Engine.

I specialise in producing detailed visual concepts, animations, and post-production work, while managing complex projects and collaborating with world-renowned IP's. Through this, I drive innovation and creative excellence, helping to consistently deliver ground breaking and immersive experiences.

Tel: +44 (0)7711 374191   **matthew.clarkson25@hotmail.com**   **www.linkedin.com/in/matt-clarkson-ma2503/**

PERSONAL SKILL SET

- Worked in Creative Management for over 8 years, mentoring a new generation of apprentices, designers and marketeers to become valued team members
- Generated sales leads through paid and non-paid marketing campaigns, significant contribution to the winning of £110 million in sales orders from those leads
- Thrive in collaborative spaces, understanding that all ideas within the team need to be heard and respected
- Constantly looking to evolve myself and my team's skill set - keeping up to date with the latest creative software, trends and tools
- Always meet any challenge with positivity, humility and the commitment to hit deadlines
- Provided advice and insight to work experience students 3 times a year for 15 years
- Deep passion for Themed Entertainment, visiting some of the world's best theme parks on a regular basis
- Proud father to two young boys (and an expert at colouring in!)

CAREER TIMELINE

2005 - 2006
WALSALL COLLEGE
BTEC Diploma -
Art & Design

2006 - 2009
UNIVERSITY OF WOLVERHAMPTON
BA Hons Degree -
Illustration (2:2)

2009
CREATIVE INTERN
Simworx ltd

2009 - 2015
CREATIVE DESIGNER
Simworx ltd
£15mil in sales orders contributed to

2015 - 2018
LEAD CREATIVE
Simworx ltd
£23mil in sales orders contributed to

2018 - 2024
CREATIVE & MARKETING MANAGER
Simworx ltd
£46mil in sales orders contributed to

2020 - 2022
Completed the **VERDO PARTNERS**
Senior Leadership programme

2024 - 2026
CREATIVE DIRECTOR
Simworx ltd
£26mil in sales orders contributed to

PODCASTS

I have been a guest on two leading podcasts within the Themed Entertainment industry:

THE KATAPULT THEMED ATTRACTION PODCAST

SKIP THE QUEUE PODCAST

SKILLS & EXPERTISE

HIGHLY SKILLED IN

SKILLED IN

NOTABLE BRANDS WORKED WITH

AWARDS CONTRIBUTED TO

BEST NEW CONCEPT

MULTIPLE BEST RIDES

BEST MARKETING CAMPAIGN

MULTIPLE BEST RIDES

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CONCEPT DESIGN
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Sky Voyagers
IMMERSIVE TUNNEL

BRANDING & MARKETING

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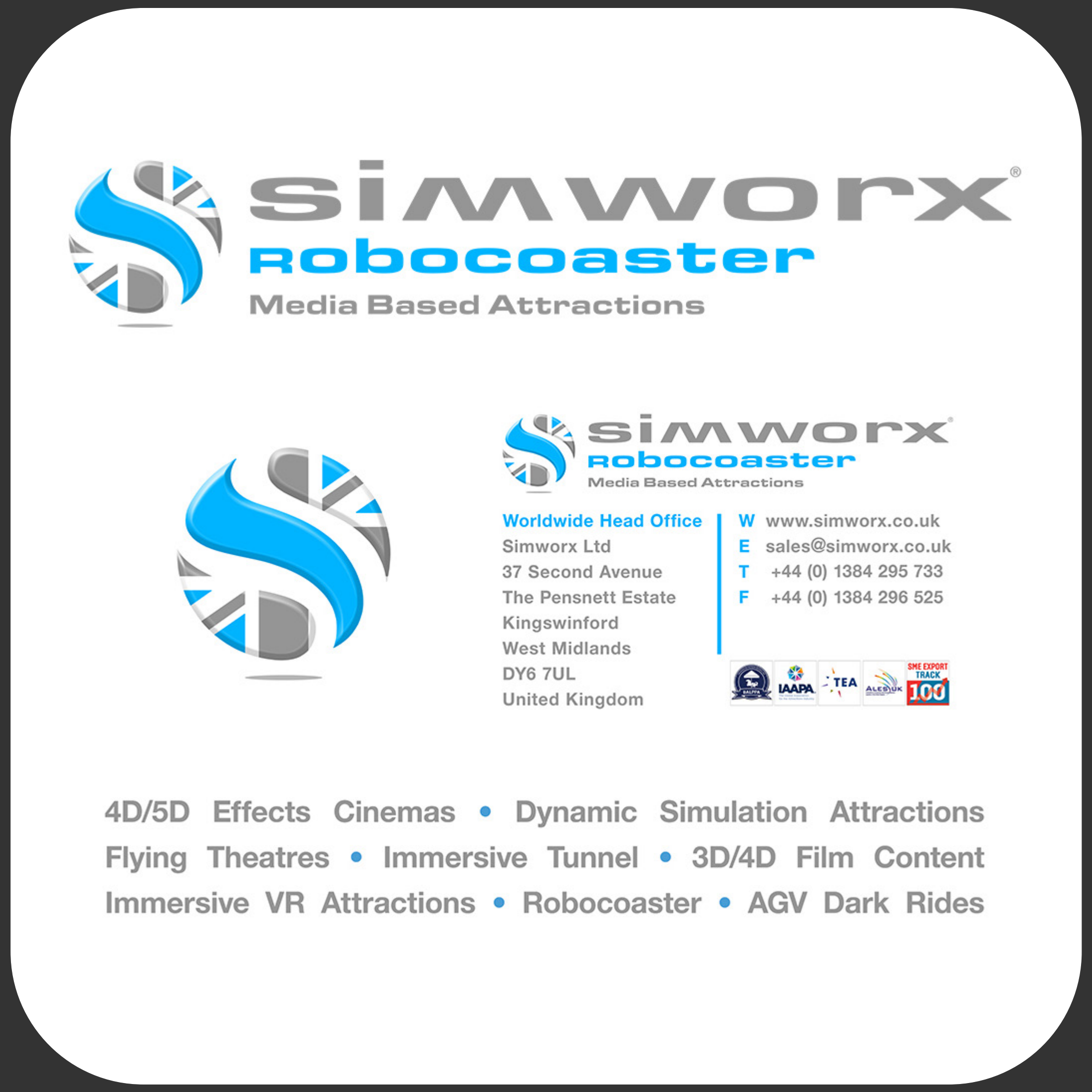

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4D/5D Effects Cinemas • Dynamic Simulation Attractions
Flying Theatres • Immersive Tunnel • 3D/4D Film Content
Immersive VR Attractions • Robocoaster • AGV Dark Rides

NOTABLE IP WORK

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EXHIBITION DESIGN

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POLICE
SPECIAL PURSUIT UNIT

FULL LAYOUT DESIGN

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WEB DESIGN

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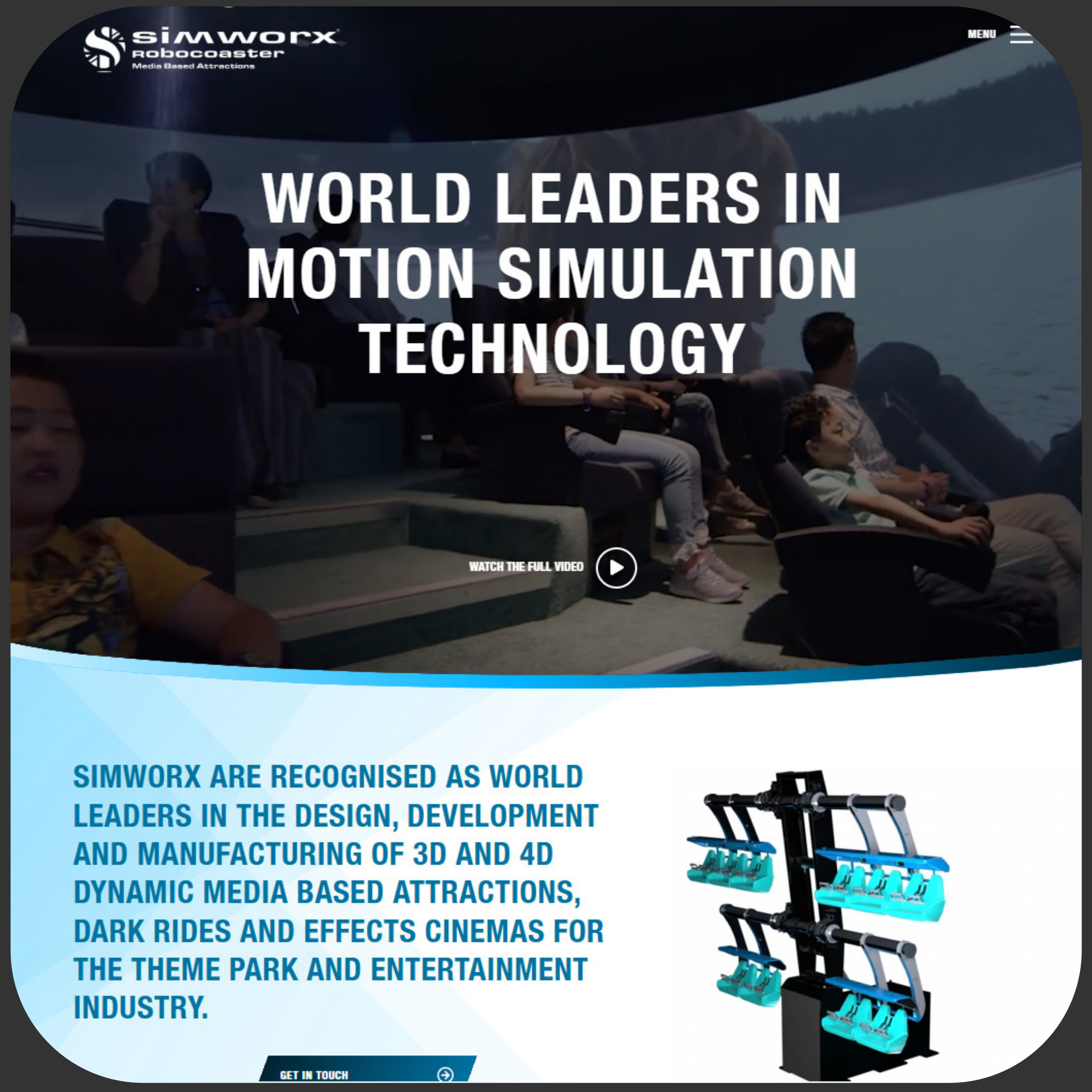
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MENU
WATCH THE FULL VIDEO
GET IN TOUCH

WORLD LEADERS IN MOTION SIMULATION TECHNOLOGY

SIMWORX ARE RECOGNISED AS WORLD LEADERS IN THE DESIGN, DEVELOPMENT AND MANUFACTURING OF 3D AND 4D DYNAMIC MEDIA BASED ATTRACTIONS, DARK RIDES AND EFFECTS CINEMAS FOR THE THEME PARK AND ENTERTAINMENT INDUSTRY.

PRODUCT DEVELOPMENT

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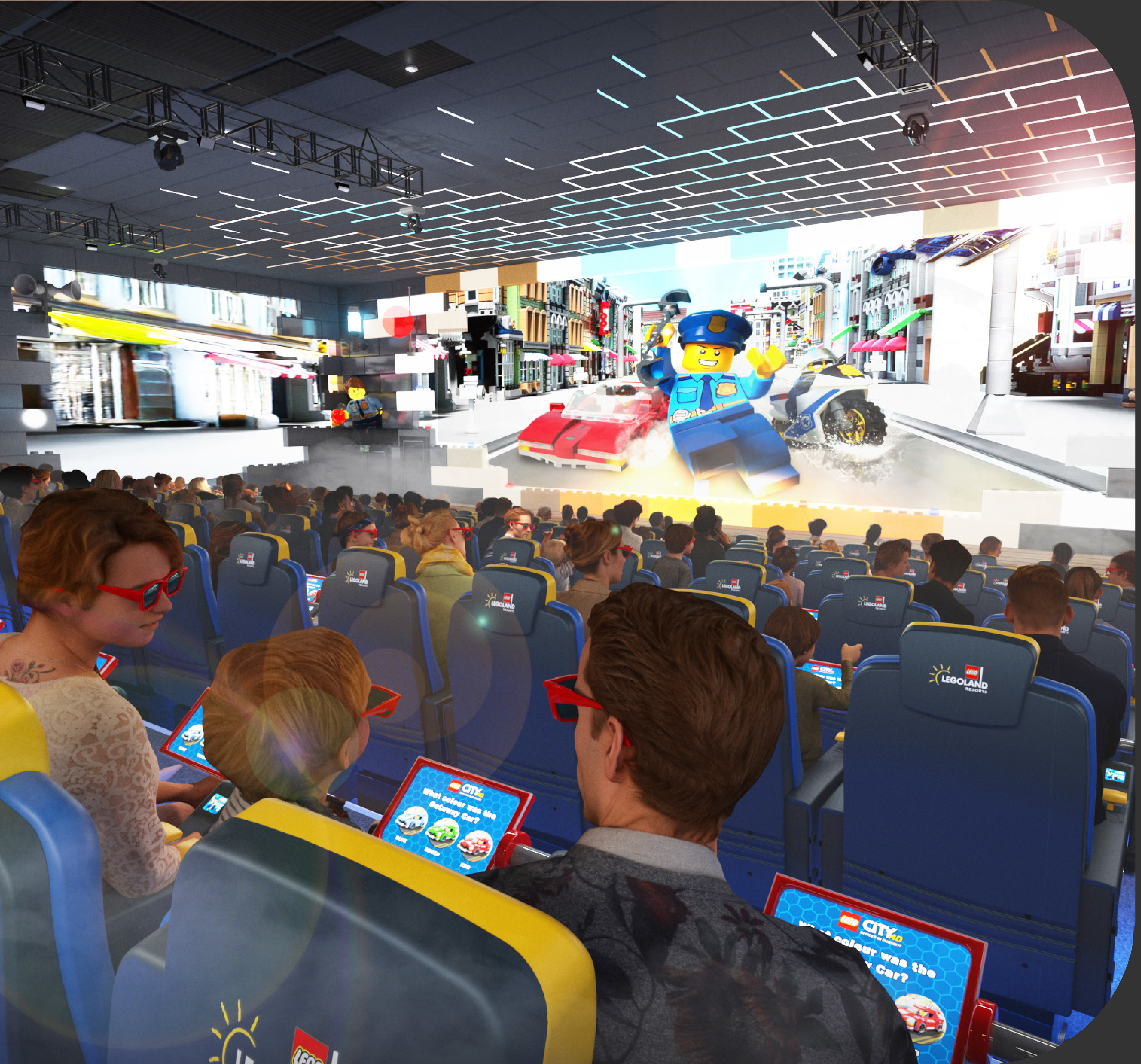
CONCEPTUAL DESIGN



A core strength of my creative work lies in conceptual design, where ideas are translated into visually compelling and commercially viable experiences.

Using a combination of Photoshop, 3DSMax, V-Ray, Blender, and Unreal Engine, I produce high-quality concepts that are often the first point of engagement for clients, so need to be a clear representation of what we can produce.

From brainstormed sketches to polished renders, my work focuses on immersing the viewer in the proposed experience.

Whether developing immersive experiences, themed environments, or attraction concepts, I ensure that each design showcases theme, scale, and storytelling. This process not only supports internal development but plays a crucial role in securing client confidence and bid success.

TOOLS USED:

3 MAX v·ray Ps *Illustration*

C360
DYNAMITE
DANGER
DO NOT
ENTER
TRACK ENDS

CONCEPTUAL DESIGN

INFESTATION
SEVERE WARNING
THE DEAD WALK!!!
HAZZARD STAY AT HOME
BEWARE
INFESTATION
WARNING
MANHATTAN 5 MIN
MANHATTAN 12 MIN
Roscoe Street Station
1
5
5

CONCEPTUAL DESIGN

CONCEPTUAL DESIGN

FLYING CARNIVAL
PEGASUS
PEGASUS
FLYING THEATRE
EUROPA

SKY ACADEMY
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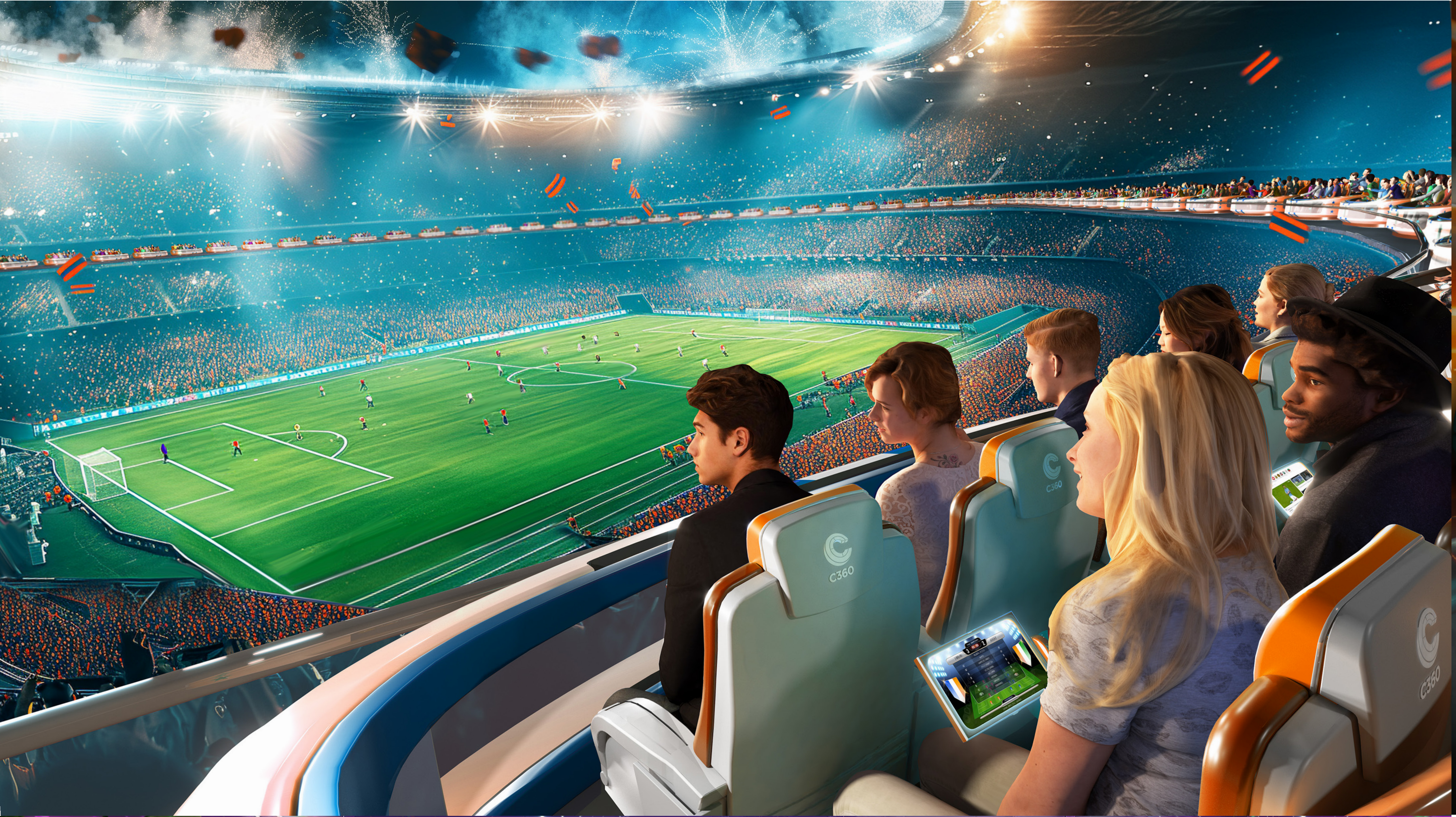
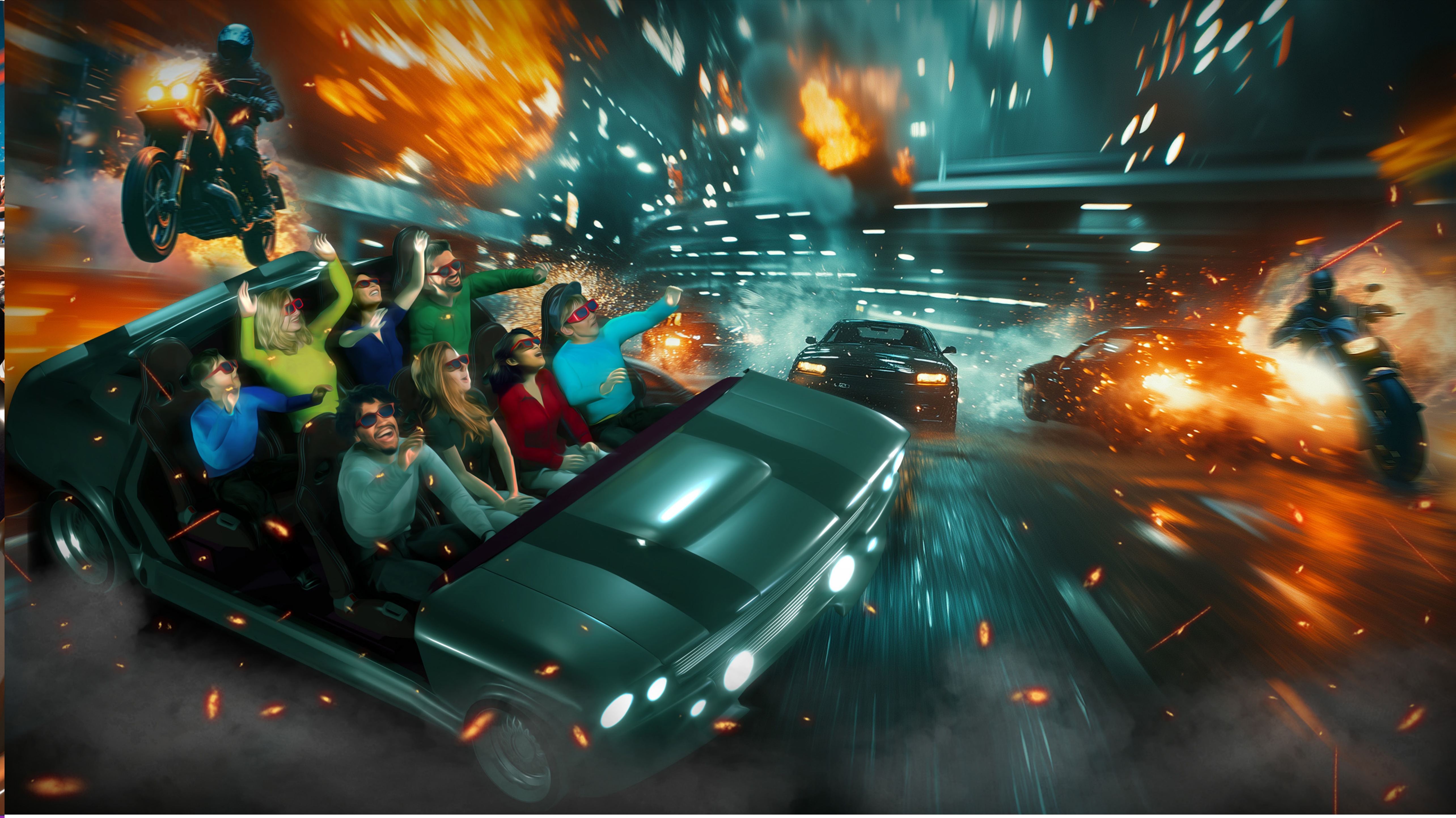
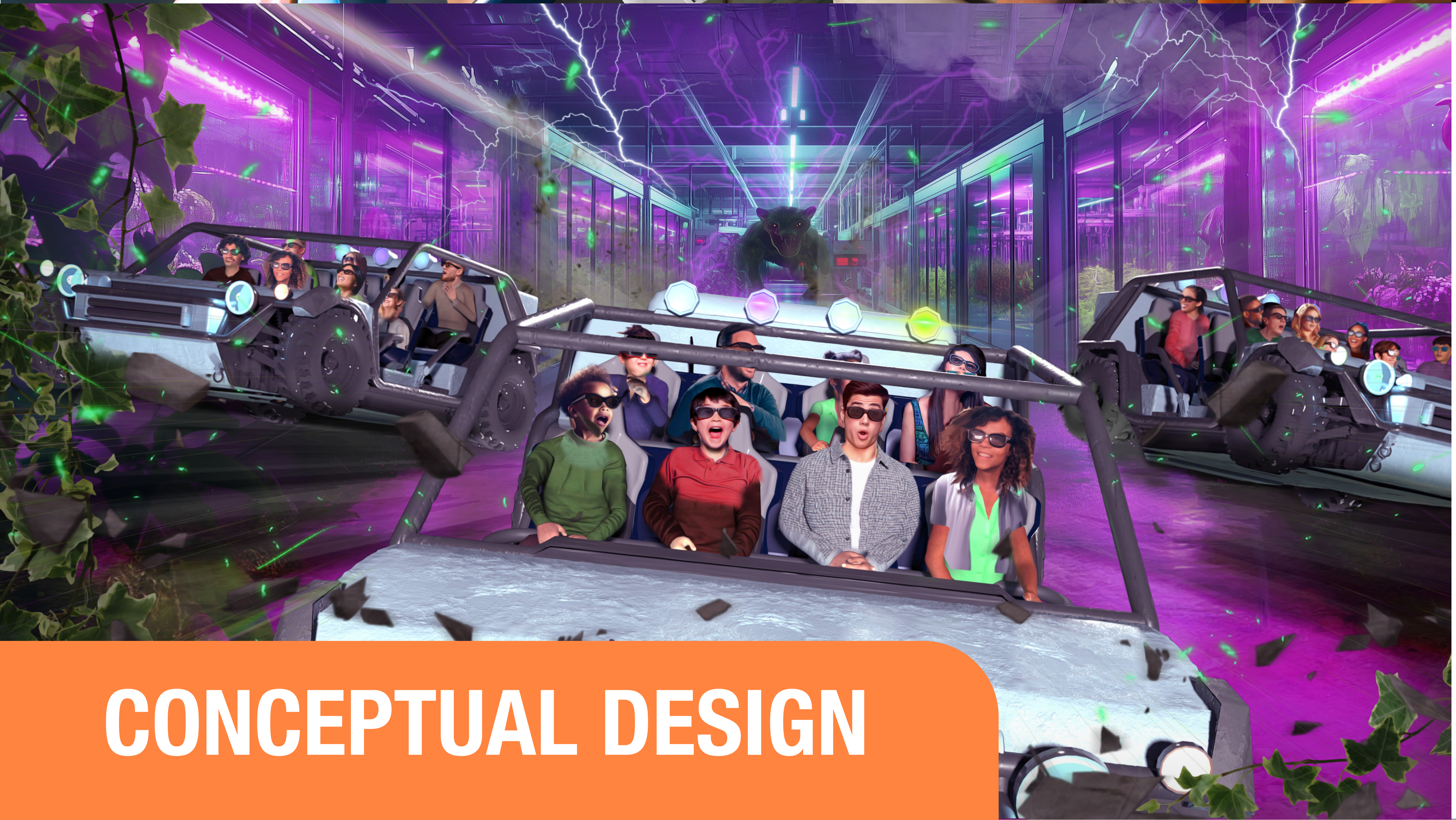
CONCEPTUAL DESIGN

CONCEPTUAL DESIGN







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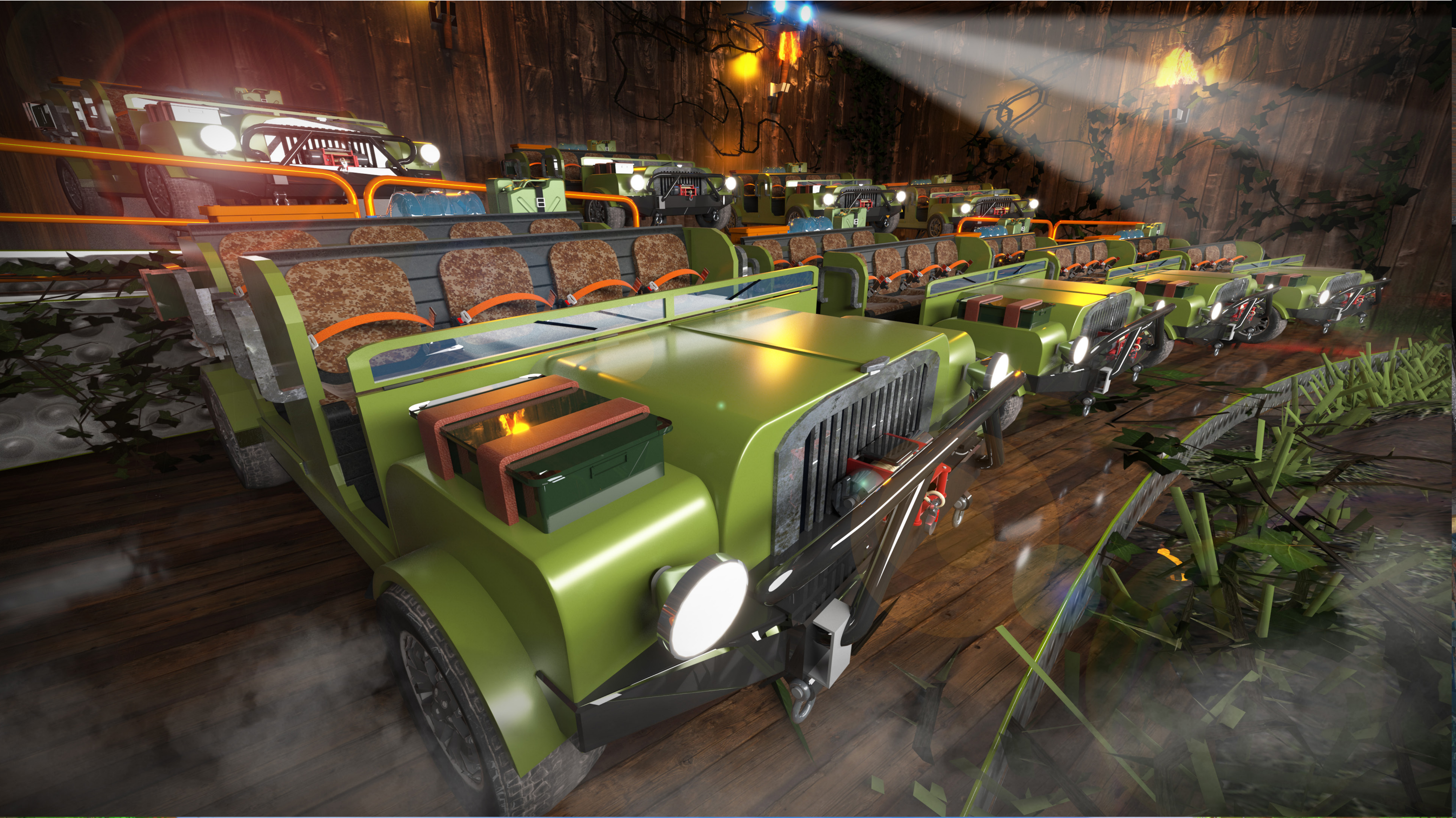


THE
GREAT BRITISH
ADVENTURE
Smoke House
COFFEE
PIZ

CONCEPTUAL DESIGN

CONCEPTUAL DESIGN

PRESENTATIONS

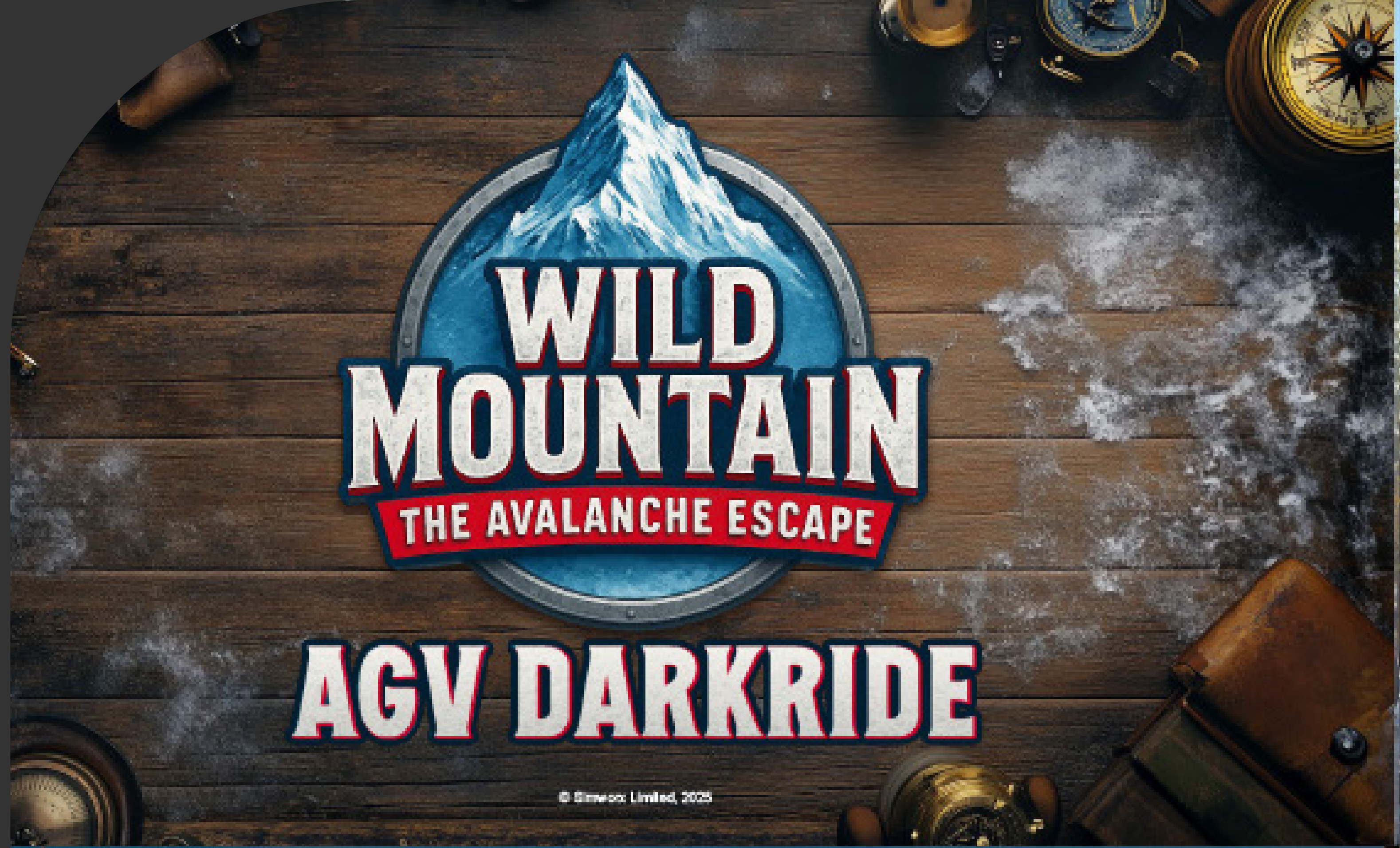
Presentation design has been a fundamental part of my role, particularly in supporting sales initiatives and client engagement.

I have produced a wide range of high-impact presentations using InDesign and PowerPoint, carefully structuring content to guide the viewer through concept narratives, technical specifications, and commercial benefits.

Each presentation is crafted with clarity and purpose, combining strong visual storytelling with detailed information such as storyboarding and system specification. My approach ensures that complex ideas are communicated effectively, allowing clients to fully understand and visualise the proposed experience. These presentations have consistently contributed to successful pitches, helping to secure major projects over the years.

TOOLS USED:

Id P Canva



WILD MOUNTAIN

THE AVALANCHE ESCAPE

AGV DARKRIDE

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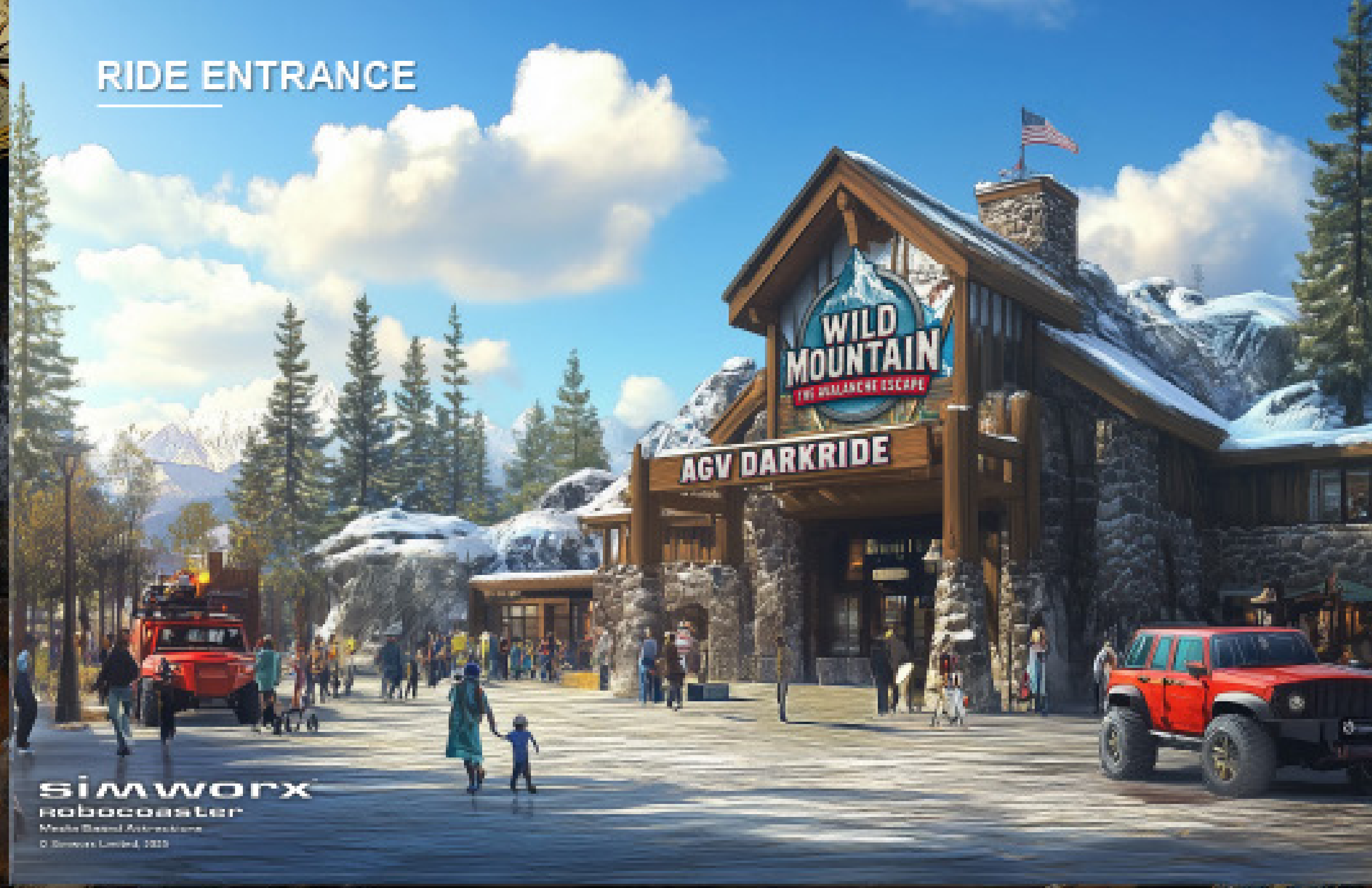

RIDE ENTRANCE

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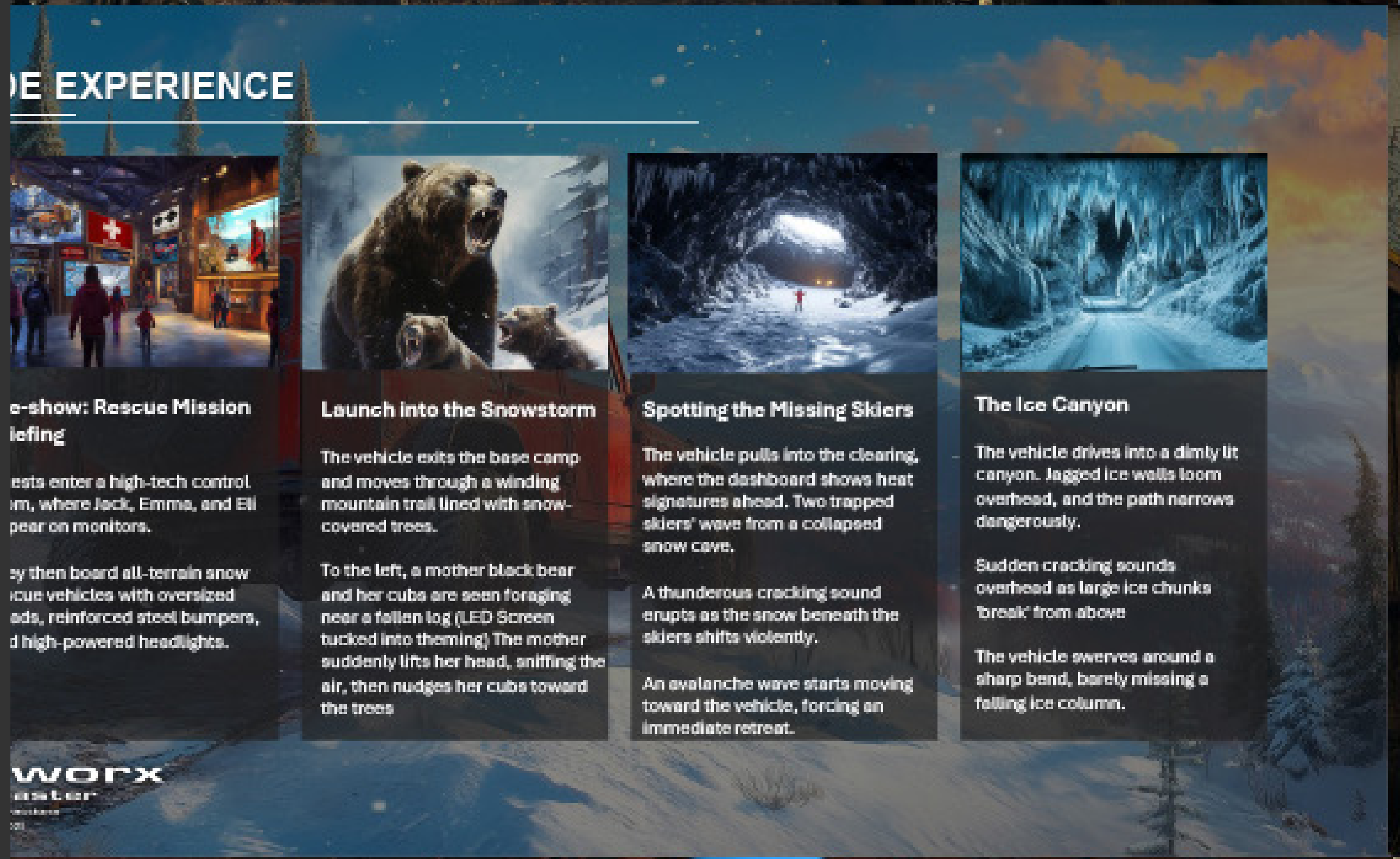

DE EXPERIENCE

e-show: Rescue Mission iefing

ests enter a high-tech control om, where Jack, Emma, and Eli pear on monitors.

ey then board all-terrain snow cue vehicles with oversized ads, reinforced steel bumpers, d high-powered headlights.

Launch into the Snowstorm

The vehicle exits the base camp and moves through a winding mountain trail lined with snow-covered trees.

To the left, a mother black bear and her cubs are seen foraging near a fallen log (LED Screen tucked into theming) The mother suddenly lifts her head, sniffing the air, then nudges her cubs toward the trees

Spotting the Missing Skiers

The vehicle pulls into the clearing, where the dashboard shows heat signatures ahead. Two trapped skiers' wave from a collapsed snow cave.

A thunderous cracking sound erupts as the snow beneath the skiers shifts violently.

An avalanche wave starts moving toward the vehicle, forcing an immediate retreat.

The Ice Canyon

The vehicle drives into a dimly lit canyon. Jagged ice walls loom overhead, and the path narrows dangerously.

Sudden cracking sounds overhead as large ice chunks 'break' from above

The vehicle swerves around a sharp bend, barely missing a falling ice column.

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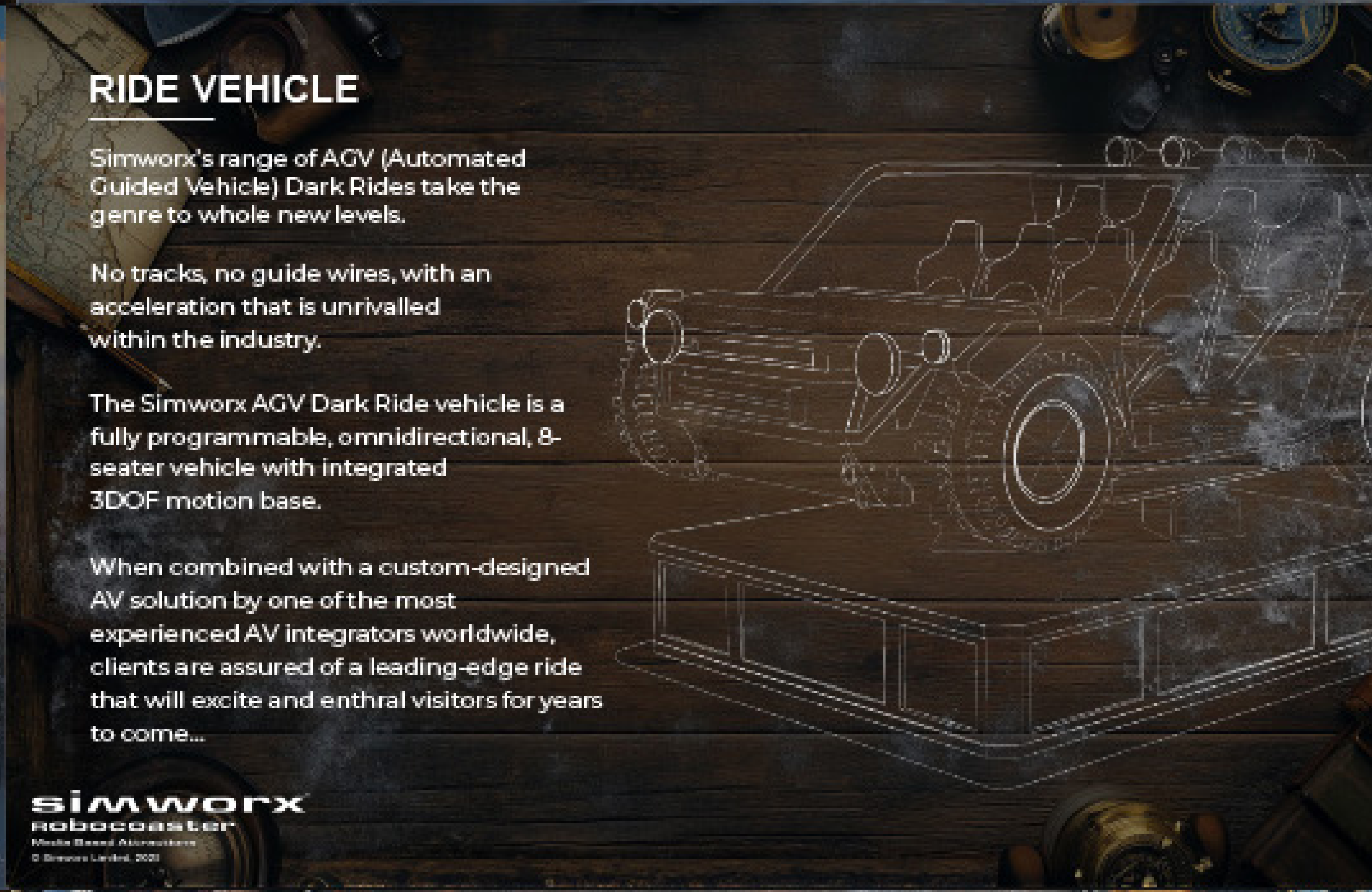

RIDE VEHICLE

Simworx's range of AGV (Automated Guided Vehicle) Dark Rides take the genre to whole new levels.

No tracks, no guide wires, with an acceleration that is unrivalled within the industry.

The Simworx AGV Dark Ride vehicle is a fully programmable, omnidirectional, 8-seater vehicle with integrated 3DOF motion base.

When combined with a custom-designed AV solution by one of the most experienced AV integrators worldwide, clients are assured of a leading-edge ride that will excite and enthral visitors for years to come...

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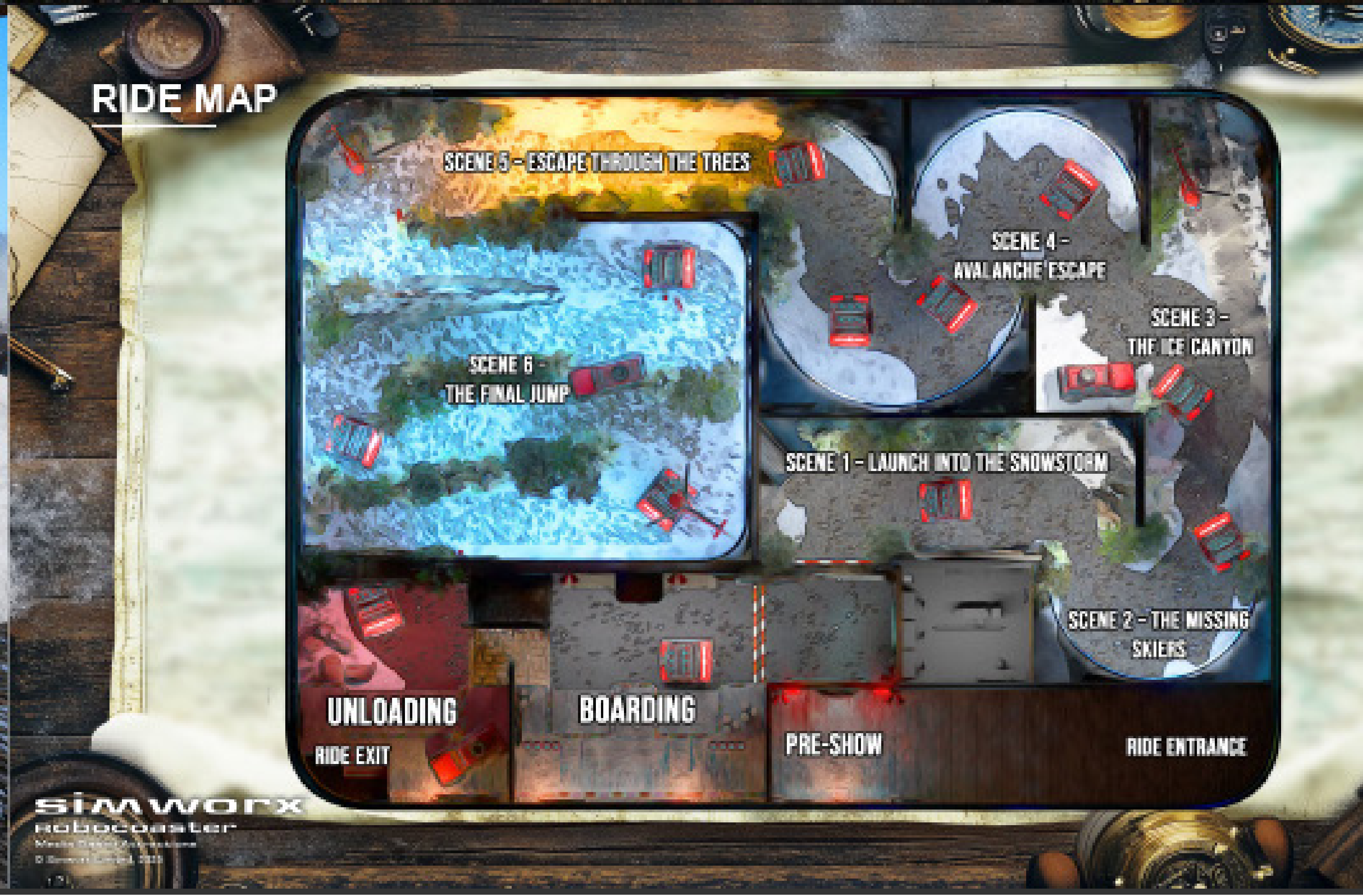
SHOW CONCEPT

MOUNTAIN RESCUE



RIDE MAP

SCENE 5 – ESCAPE THROUGH THE TREES
SCENE 4 – AVALANCHE ESCAPE
SCENE 3 – THE ICE CANYON
SCENE 6 – THE FINAL JUMP
SCENE 1 – LAUNCH INTO THE SNOWSTORM
SCENE 2 – THE MISSING SKIERS
UNLOADING
RIDE EXIT
BOARDING
PRE-SHOW
RIDE ENTRANCE

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PRODUCT BROCHURE

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AMAZE, EXCITE, STIMULATE & EDUCATE //

Simworx provides a literally sensational experience for your visitors.

We create experiences like no other with the use of motion simulation technology, immersive interactivity, unique audio visual solutions, and every sense is stimulated by our range of 3D/4D effects, sight, sound, touch, scent and movement.
Guests can see what it's really like to blast off into outer space and experience zero gravity, take a deep sea dive and swim with colourful sea creatures, or be transported back in time on a wild dinosaur adventure... visitors will scream, shriek, laugh, sniff and smile. Our capabilities range from providing a full turnkey solution to creating a totally bespoke attraction, working with you to identify your requirements before exceeding your expectations.

Flying Theatre

GREEN INITIATIVES

How Simworx is taking steps to be more carbon conscious

OUR COMMITMENTS

Simworx is committed to becoming more environmentally sustainable, incorporating green practices and looking for ways to improve our footprint on the planet.

We have developed ride seating that is manufactured from recycled polypropylene materials, using a simple recycling system. Most of our attractions are now electrical, rather than powered by hydraulics.

We have a no print policy where possible at Simworx, utilising digital documentation.

We are consciously reducing our carbon footprint and making trips only where necessary, utilising Zoom or Teams calls. We also provide online after sales support services, where possible.

Simworx considers its environmental impact in everyday activities and life, from energy efficient LED lighting, to providing 3 electric vehicle charging points with FREE electric for staff and visitors on our company car park.

OUR PRODUCTS

4D CINEMA | IMMERSIVE TUNNEL | FLYING THEATRE | AGV DARKRIDE | STARGAZER | IMMERSIVE ADVENTURER | COBRA DARKRIDE | 4DVR | PARADROP VR | ROBOCOASTER | IMMERSIVE SUPERFLUME | PEGASUS FLYING THEATRE | METRO MOVER

SOME OF OUR CLIENTS

IMMERSIVE TUNNEL

A DYNAMIC, TOTALLY IMMERSIVE ATTRACTION THAT TAKES SENSORY AND PHYSICAL SIMULATION TO A NEW LEVEL - THE IMMERSIVE TUNNEL IS ONE OF SIMWORX'S MOST INNOVATIVE PRODUCTS.

After entering the Immersive Tunnel attraction, visitors take their seats on a 'vehicle' styled simulator located within a themed 'loading bay'. Once loaded, the simulator moves forward along a short track into the middle of a huge 360-degree 3D projection screen and riders are then taken on a fun-filled journey that assaults the senses – dynamic motion, special effects, surround sound and 3D film totally immersing riders to the front and both sides of the vehicle combining to give them a unique, adrenaline inducing adventure like no other! This versatile attraction can be customised to any theme from Pirates to a Jeep Safari, London bus or Rocketship – where riders are transported is up to your imagination.

The Immersive Tunnel's versatile nature also gives it the ability to be integrated into other ride types such as Water Flumes or Roller Coasters giving a traditional ride a high-tech twist.

- OPTIONAL TRACK SYSTEM
- 30 OR 60 SEAT VERSIONS
- LARGE SELECTION OF 4D EFFECTS
- HIGHLY DYNAMIC 3DOF MOTION BASE
- 360 DEGREE 3D PROJECTION
- 30 SEAT - (L x W x H): 28m x 21.5m x 8m
- 60 SEAT - (L x W x H): 47m x 21.5m x 8m

AGV DARKRIDE

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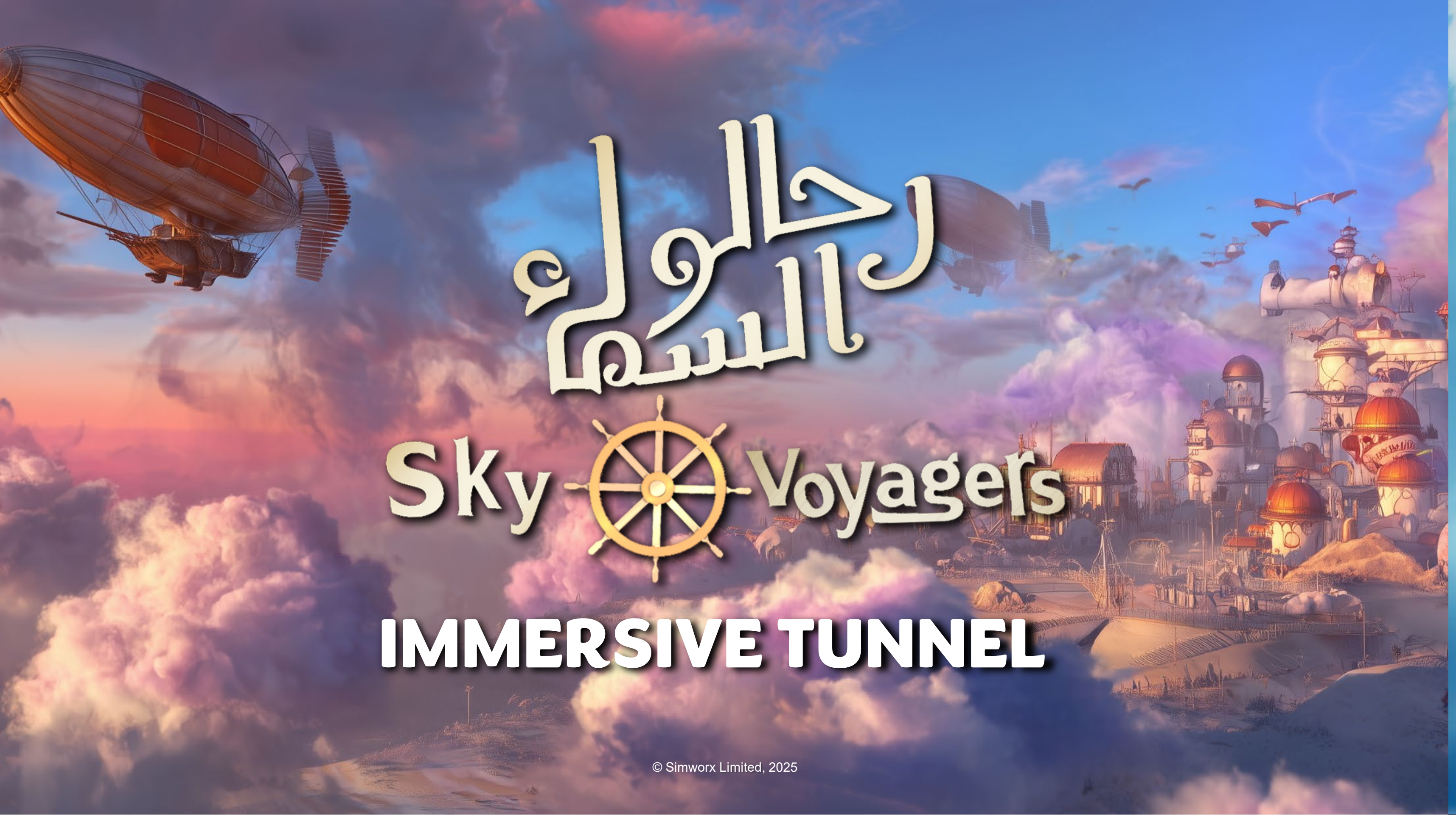
PRESENTATION: SIMWORX PRODUCT BROCHURE



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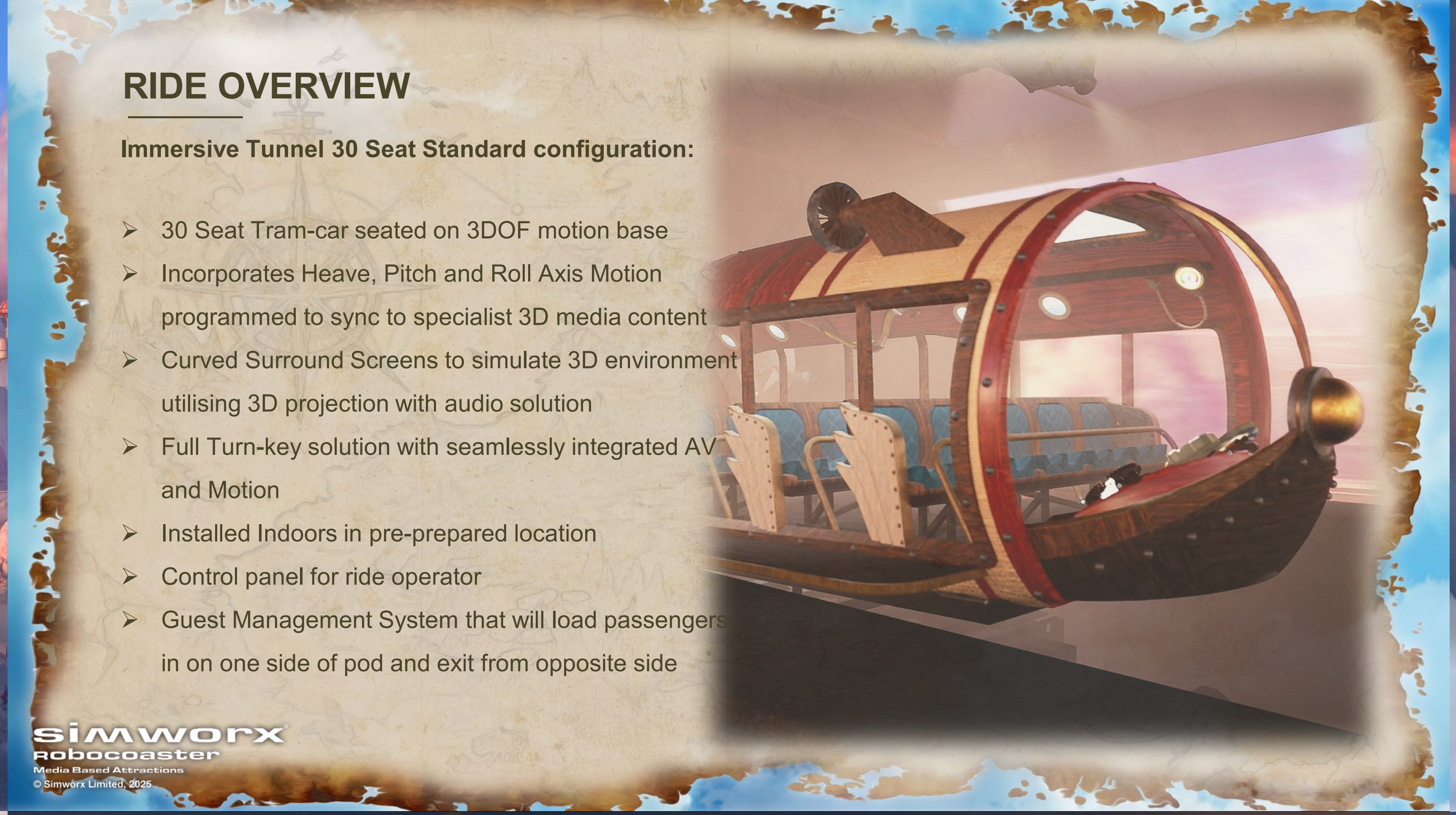

RIDE OVERVIEW

Immersive Tunnel 30 Seat Standard configuration:

- 30 Seat Tram-car seated on 3DOF motion base
- Incorporates Heave, Pitch and Roll Axis Motion programmed to sync to specialist 3D media content
- Curved Surround Screens to simulate 3D environment utilising 3D projection with audio solution
- Full Turn-key solution with seamlessly integrated AV and Motion
- Installed Indoors in pre-prepared location
- Control panel for ride operator
- Guest Management System that will load passengers in on one side of pod and exit from opposite side

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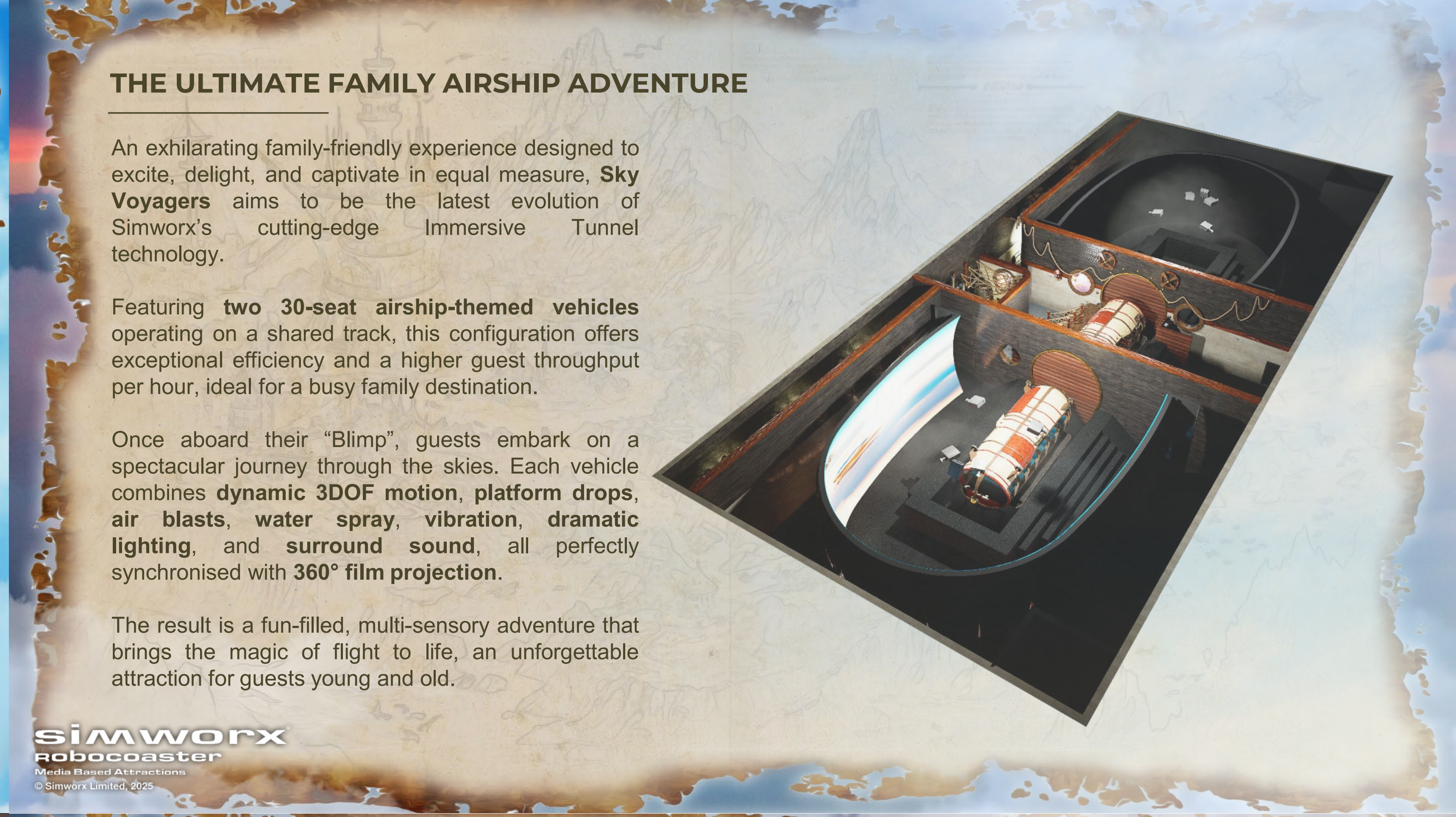

THE ULTIMATE FAMILY AIRSHIP ADVENTURE

An exhilarating family-friendly experience designed to excite, delight, and captivate in equal measure, **Sky Voyagers** aims to be the latest evolution of Simworx's cutting-edge Immersive Tunnel technology.

Featuring **two 30-seat airship-themed vehicles** operating on a shared track, this configuration offers exceptional efficiency and a higher guest throughput per hour, ideal for a busy family destination.

Once aboard their "Blimp", guests embark on a spectacular journey through the skies. Each vehicle combines **dynamic 3DOF motion**, **platform drops**, **air blasts**, **water spray**, **vibration**, **dramatic lighting**, and **surround sound**, all perfectly synchronised with **360° film projection**.

The result is a fun-filled, multi-sensory adventure that brings the magic of flight to life, an unforgettable attraction for guests young and old.

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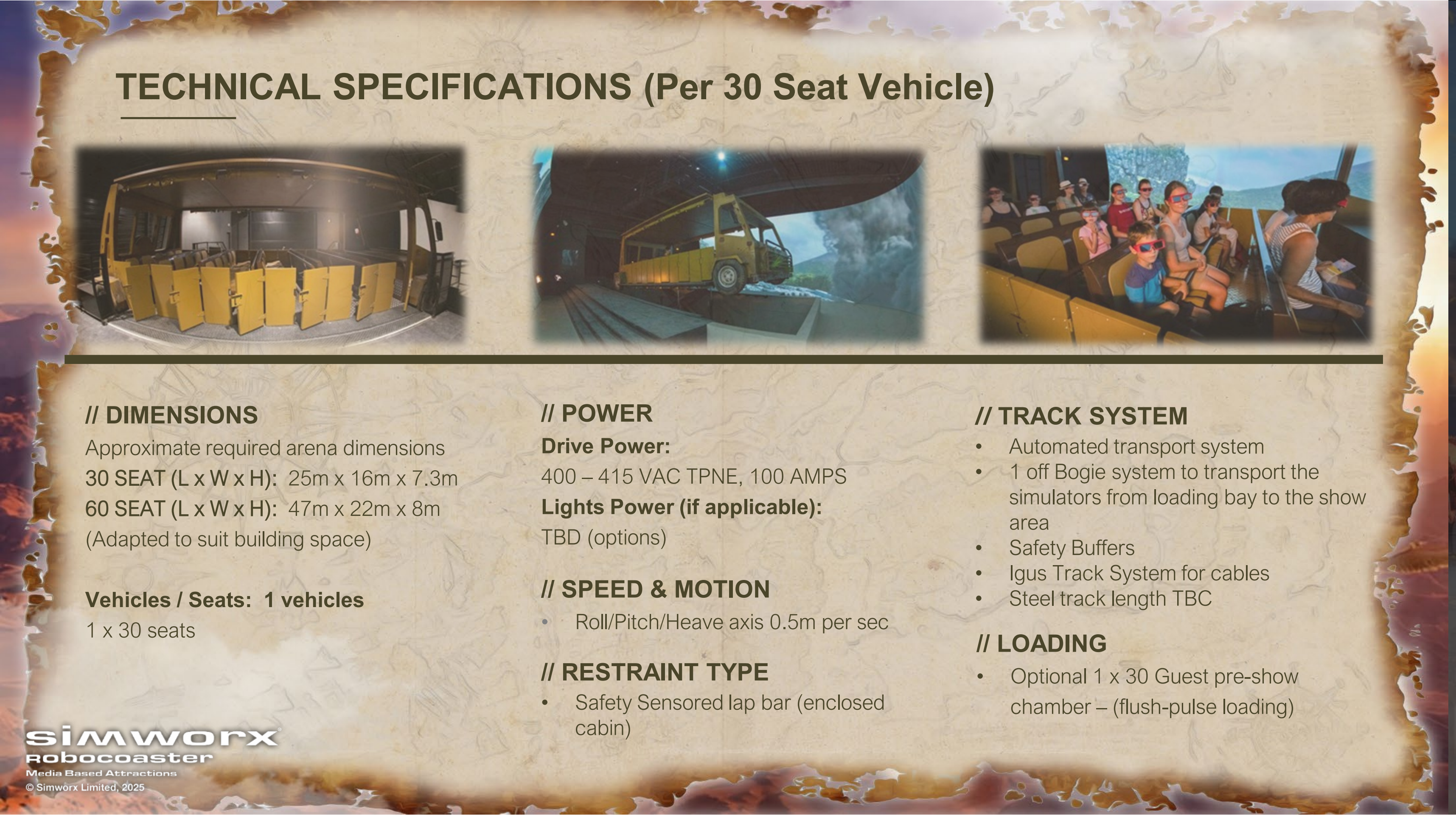

TECHNICAL SPECIFICATIONS (Per 30 Seat Vehicle)

// DIMENSIONS

Approximate required arena dimensions
30 SEAT (L x W x H): 25m x 16m x 7.3m
60 SEAT (L x W x H): 47m x 22m x 8m
(Adapted to suit building space)

Vehicles / Seats: 1 vehicles
1 x 30 seats

// POWER

Drive Power:
400 – 415 VAC TPNE, 100 AMPS
Lights Power (if applicable):
TBD (options)

// SPEED & MOTION

- Roll/Pitch/Heave axis 0.5m per sec

// RESTRAINT TYPE

- Safety Sensored lap bar (enclosed cabin)

// TRACK SYSTEM

- Automated transport system
- 1 off Bogie system to transport the simulators from loading bay to the show area
- Safety Buffers
- Igus Track System for cables
- Steel track length TBC

// LOADING

- Optional 1 x 30 Guest pre-show chamber – (flush-pulse loading)

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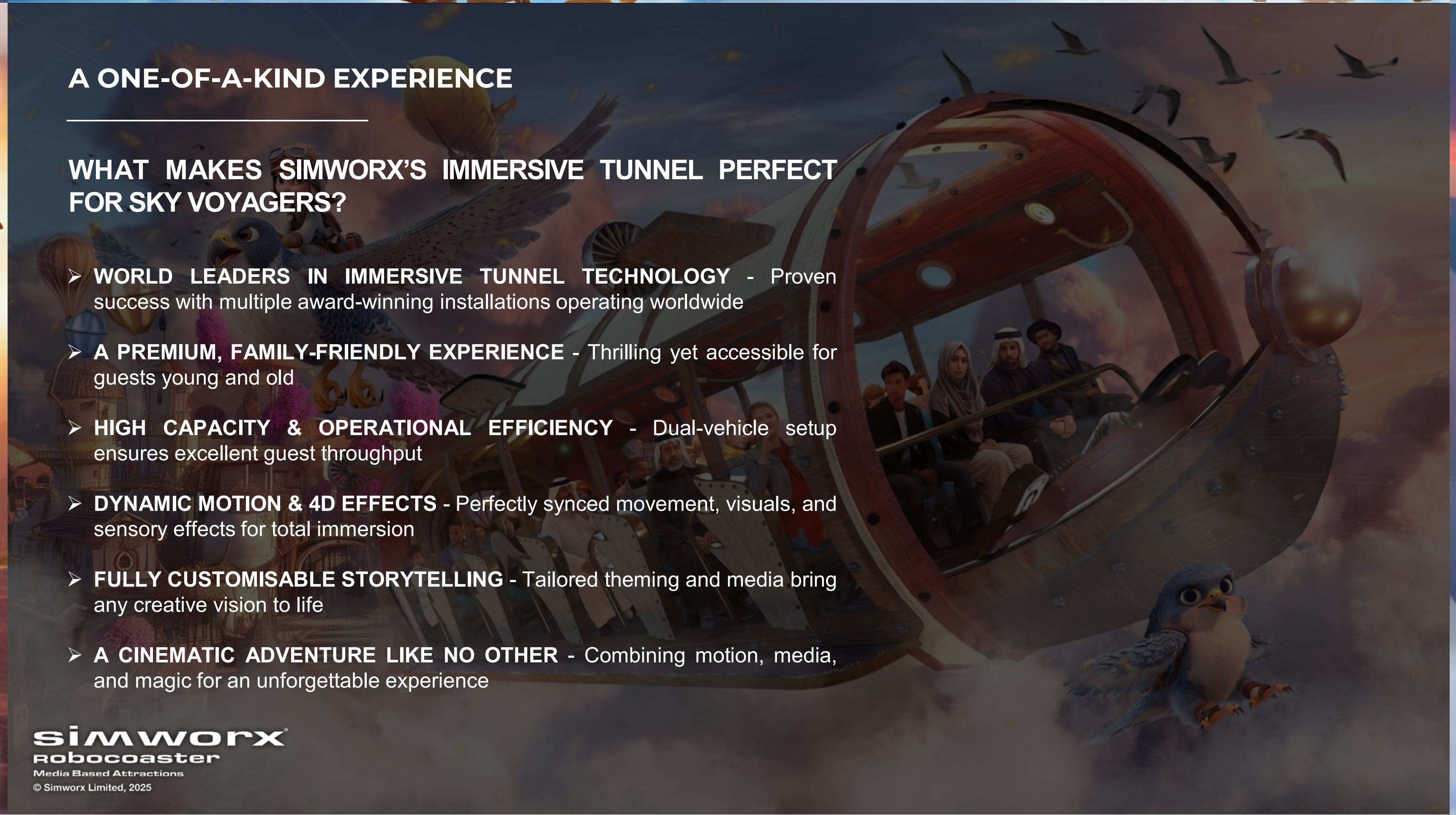

A ONE-OF-A-KIND EXPERIENCE

WHAT MAKES SIMWORX'S IMMERSIVE TUNNEL PERFECT FOR SKY VOYAGERS?

- **WORLD LEADERS IN IMMERSIVE TUNNEL TECHNOLOGY** - Proven success with multiple award-winning installations operating worldwide
- **A PREMIUM, FAMILY-FRIENDLY EXPERIENCE** - Thrilling yet accessible for guests young and old
- **HIGH CAPACITY & OPERATIONAL EFFICIENCY** - Dual-vehicle setup ensures excellent guest throughput
- **DYNAMIC MOTION & 4D EFFECTS** - Perfectly synced movement, visuals, and sensory effects for total immersion
- **FULLY CUSTOMISABLE STORYTELLING** - Tailored theming and media bring any creative vision to life
- **A CINEMATIC ADVENTURE LIKE NO OTHER** - Combining motion, media, and magic for an unforgettable experience

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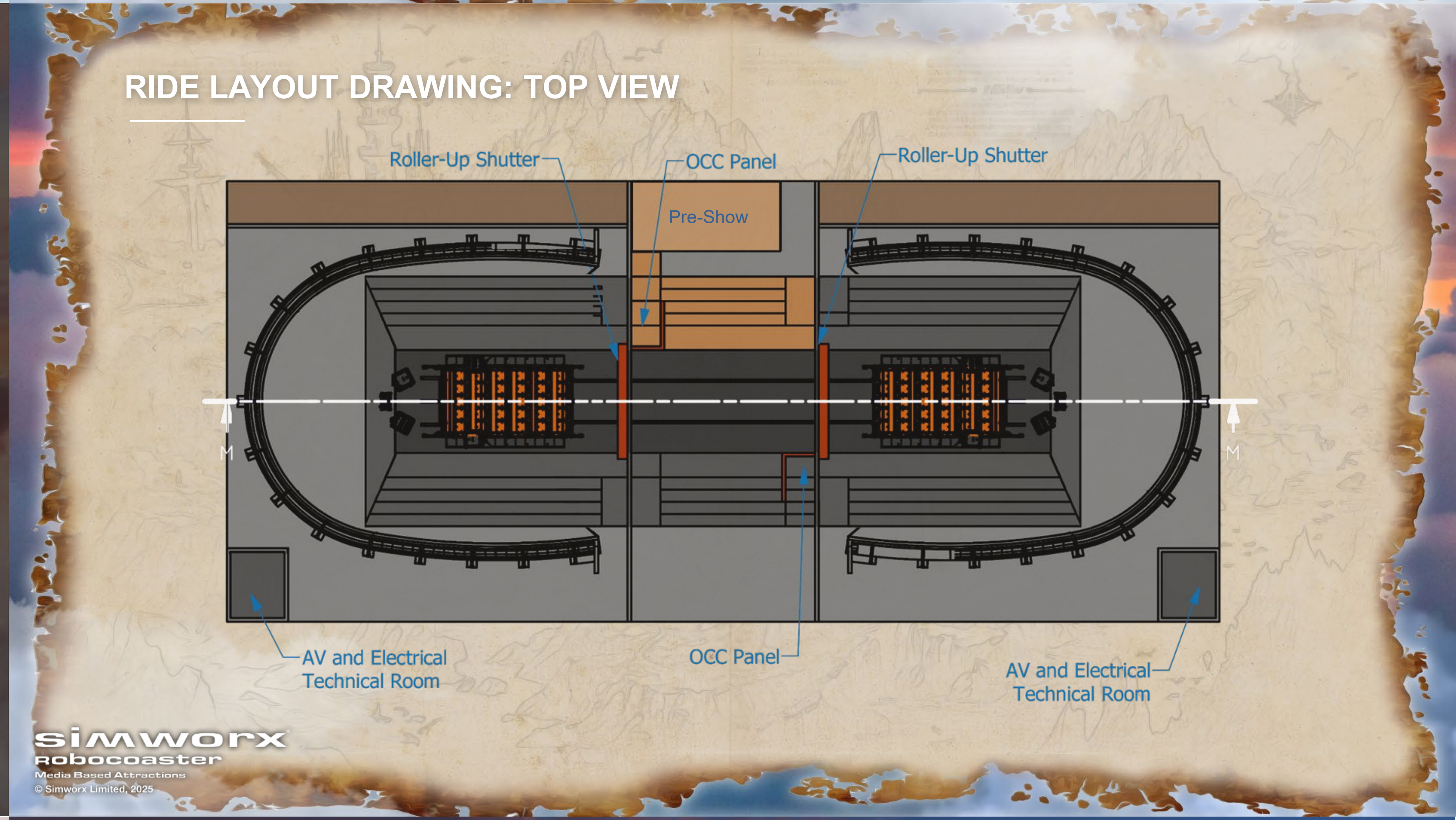

RIDE LAYOUT DRAWING: TOP VIEW

Roller-Up Shutter
OCC Panel
Roller-Up Shutter
Pre-Show
AV and Electrical Technical Room
OCC Panel
AV and Electrical Technical Room

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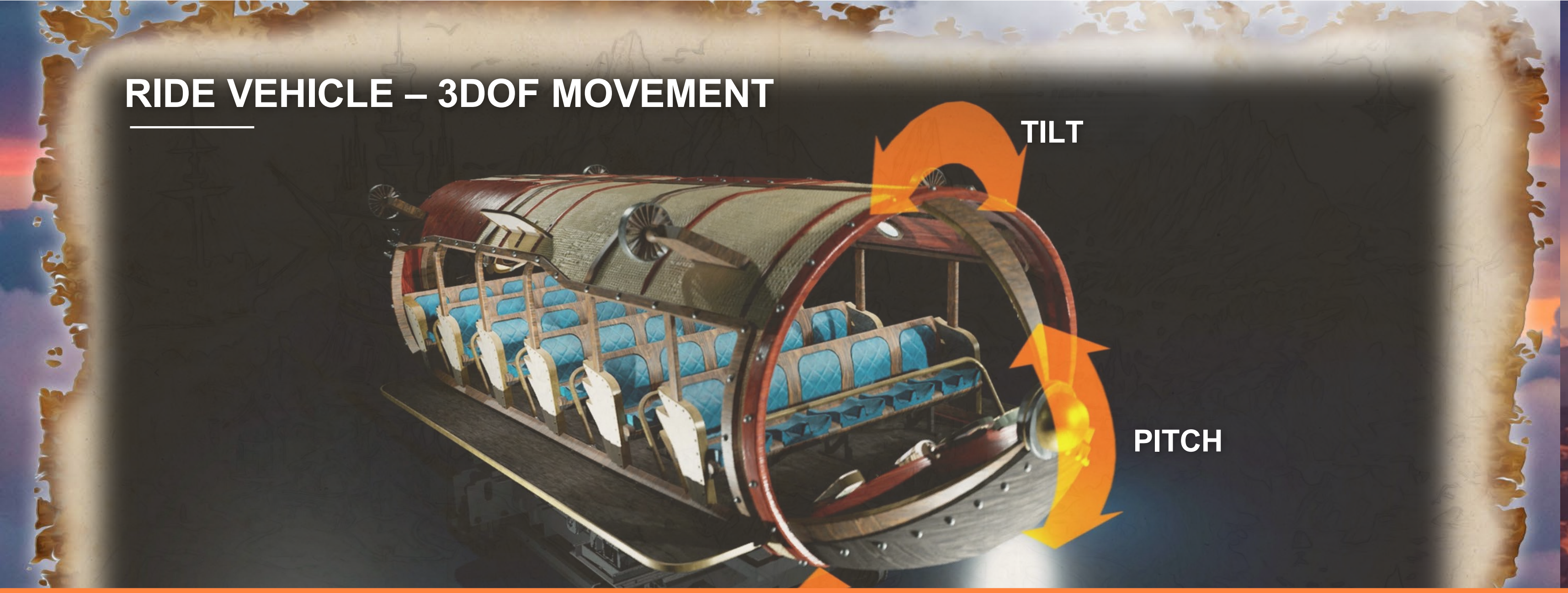

RIDE VEHICLE – 3DOF MOVEMENT

PRE-SHOW

NOW BOARDING
NOW BOARDING

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PRESENTATION: SKY VOYAGERS

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CONCEPT DESIGN
PORTFOLIO

2026

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THE GREAT BRITISH ADVENTURE

IMMERSIVE TUNNEL

RACE THROUGH LONDON:
Immersive Tunnel

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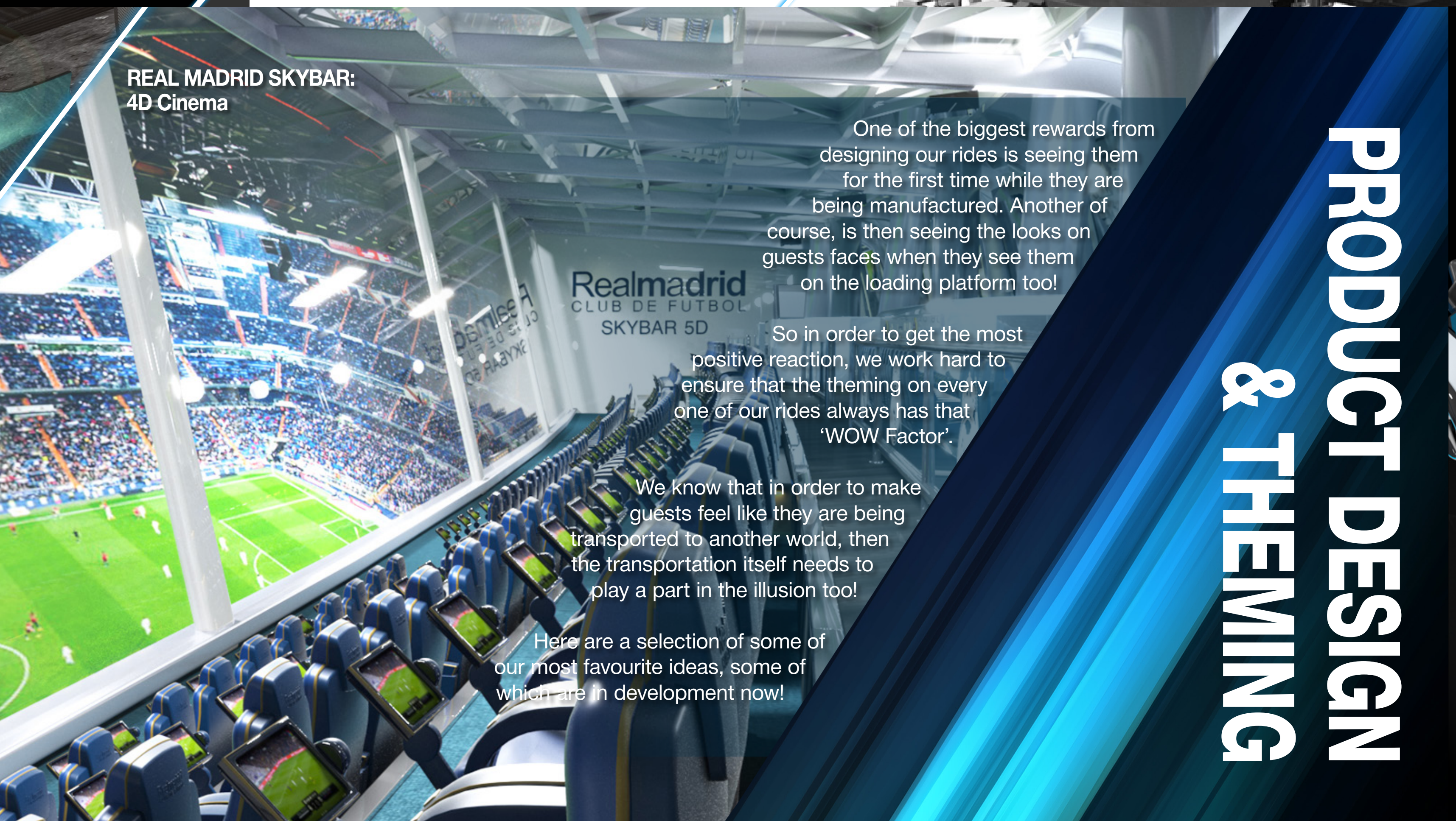
FROM CONCEPT...

TO REALITY


REAL MADRID SKYBAR:
4D Cinema

One of the biggest rewards from designing our rides is seeing them for the first time while they are being manufactured. Another of course, is then seeing the looks on guests faces when they see them on the loading platform too!

So in order to get the most positive reaction, we work hard to ensure that the theming on every one of our rides always has that 'WOW Factor'.

We know that in order to make guests feel like they are being transported to another world, then the transportation itself needs to play a part in the illusion too!

Here are a selection of some of our most favourite ideas, some of which are in development now!

PRODUCT DESIGN & THEMING

AGENT PURSUIT:
AGV Darkride Vehicles

DINO SAFARI:
AGV Darkride

DINOSAUR SAFARI

MYTHS & LEGENDS:
AGV Darkride Vehicle

50

PRESENTATION: SIMWORX CONCEPT PORTFOLIO

PRESENTATION: LITTLE LAB OF HORRORS

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LITTLE LAB OF HORRORS

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QUEUE LINE & PRE-SHOW NARRATIVE

Guests arrive at "Olifantes Research Laboratories," a cutting-edge facility inside a lush nature park, where scientists use genetic splicing to create new species.

Dr. Joana da Silva, the lead scientist, appears via a pre-show video, welcoming guests on a guided tour to witness the marvels of controlled genetic engineering. She promises that the facility's work is safe and beneficial for the future of biodiversity. However, she warns that some areas of the lab are restricted due to ongoing experiments.

As guests board their trackless AGV ride vehicles, a lab assistant on a video feed assures them that they are about to see some of the most extraordinary creatures ever created—but they must stay on the designated path.

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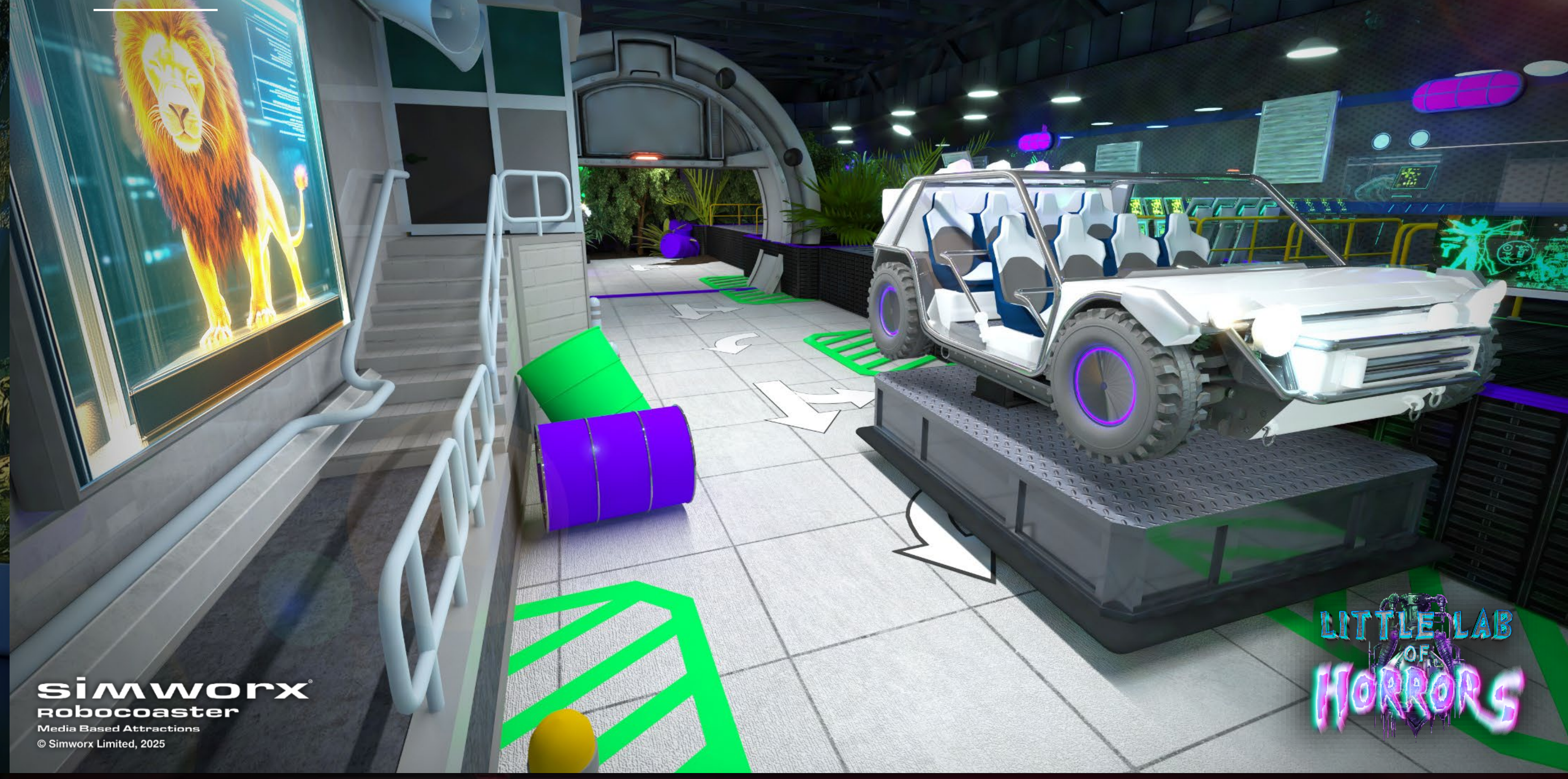
BOARDING STATION



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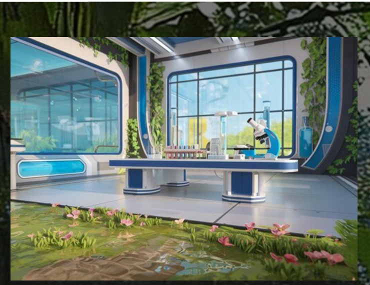
RIDE EXPERIENCE

The Exhibition Hall

The tour begins smoothly in a pristine, high-tech lab space with glass enclosures showcasing successful genetic creations: a glowing jellyfish-lion hybrid, a miniature woolly mammoth, and a vividly coloured feathered raptor. Holographic displays provide information on their DNA modifications.



The Nursery

Guests move into a warm, softly lit area where baby hybrids are being nurtured. A playful sabre-tooth lemur scurries across a branch while an enormous butterfly with cat-like eyes flutters in the air. Monitors display live feeds of other creatures growing in incubation pods.

A Wrong Turn

Suddenly, a power fluctuation causes the AGVs to reroute through an unauthorized corridor. The lights flicker, and an emergency alarm sounds. A security announcement warns of containment failure in a restricted wing of the lab. Dr. Santos frantically attempts to override the vehicles' path, but they are unresponsive.

The Failed Experiments

Guests find themselves in a dimly lit chamber with cracked tanks and broken enclosures. Strange noises echo through the space. Mutated creatures lurk in the shadows—one with too many eyes, another with elongated limbs. A grotesque bird-like beast screeches and slams against a glass barrier, causing it to crack.

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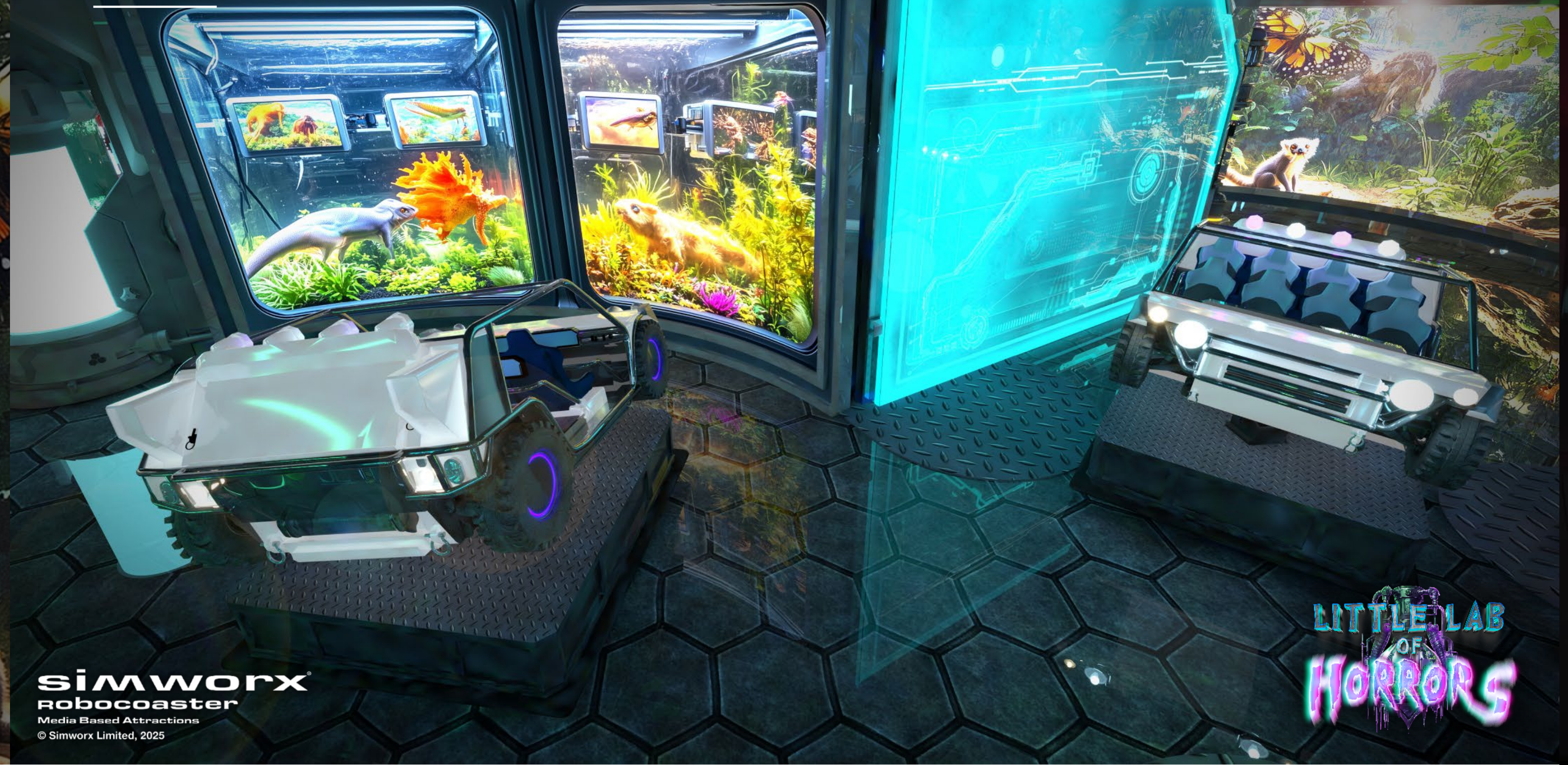
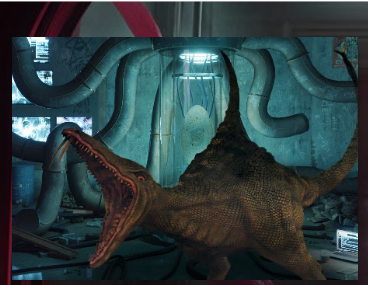
IN-SHOW CONCEPT



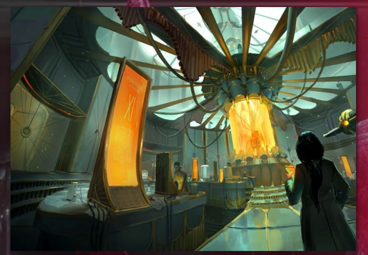
simworx Robocoaster Media Based Attractions © Simworx Limited, 2025

RIDE EXPERIENCE



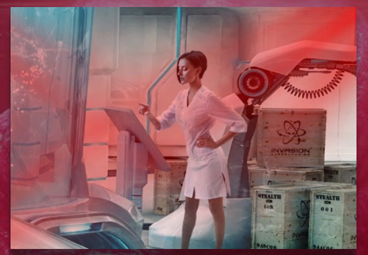
The Escape Attempt

The AGVs accelerate as a large, reptilian predator emerges from the darkness. Scientists can be seen desperately trying to lock down the area. The vehicles weave through the lab, dodging overturned equipment, as the beast gives chase, slashing through walls and setting off emergency protocols.



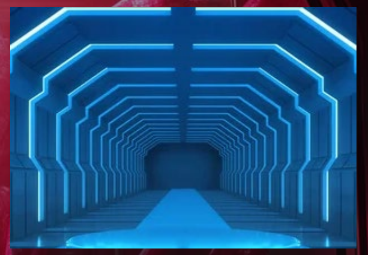
The Cloning Chamber

Guests enter a massive chamber with a central cloning tank, pulsing with energy. The room is filled with suspended genetic test subjects in liquid-filled tubes. The AGVs spin wildly as flashing lights, alarms, and holographic warning messages fill the space. The predator bursts into the room but is suddenly restrained by automated security drones.



The Emergency Exit

Dr. Santos activates a lockdown sequence, forcing the AGVs toward an emergency exit. The ride vehicles accelerate through a collapsing tunnel as sparks and mist fill the air. Finally, they burst into a safe loading bay, where Dr. Santos appears on a final video feed, breathless but relieved. She thanks guests for their bravery, assuring them that the breach is "under control." But as the screen cuts to static, a distant roar suggests otherwise...

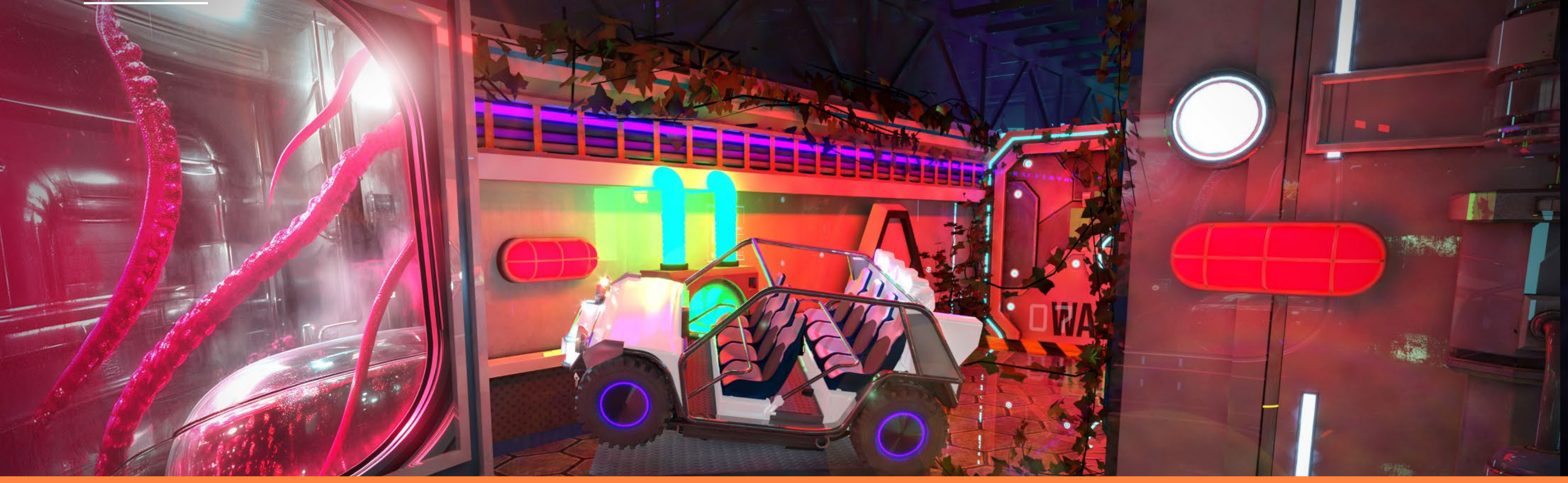


Emergency Containment Hallway

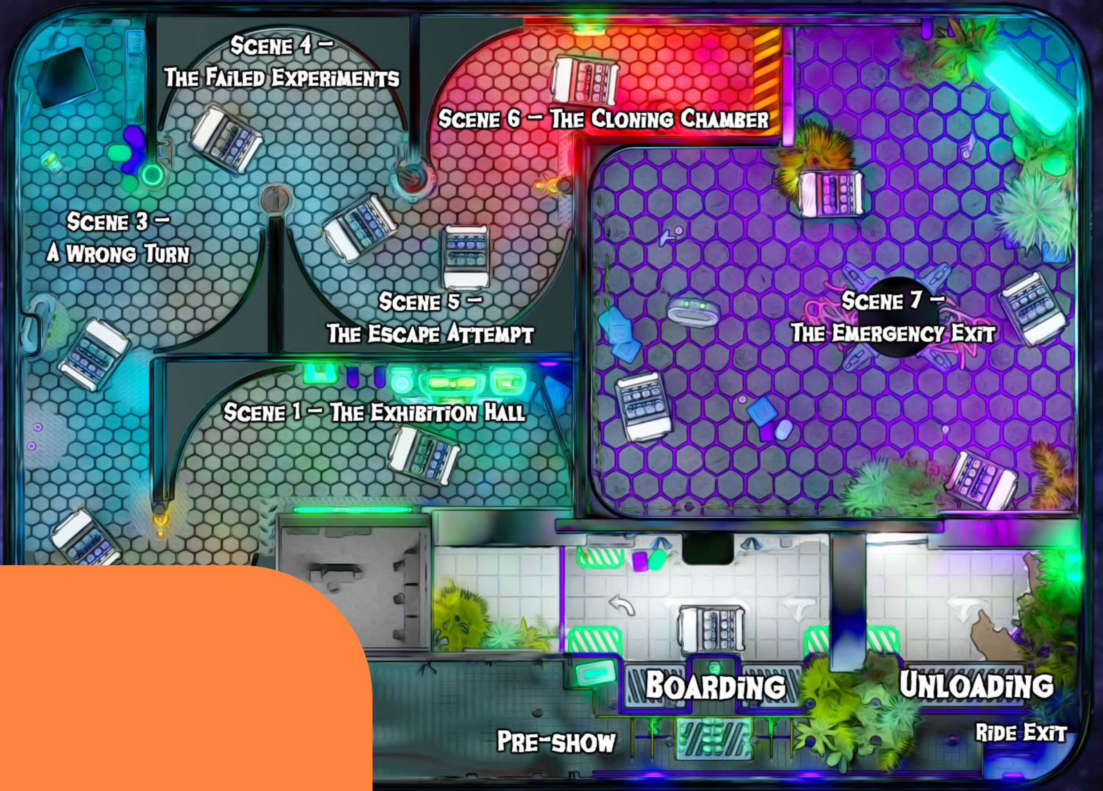
After guests exit their AGVs, they find themselves in a dimly lit, industrial-style corridor marked with **biohazard** and **containment breach** warnings. The sounds of distant alarms and muffled creature growls echo through the space. Flickering monitors display security footage of scientists working to contain the escaped predator.

simworx Robocoaster Media Based Attractions © Simworx Limited, 2025

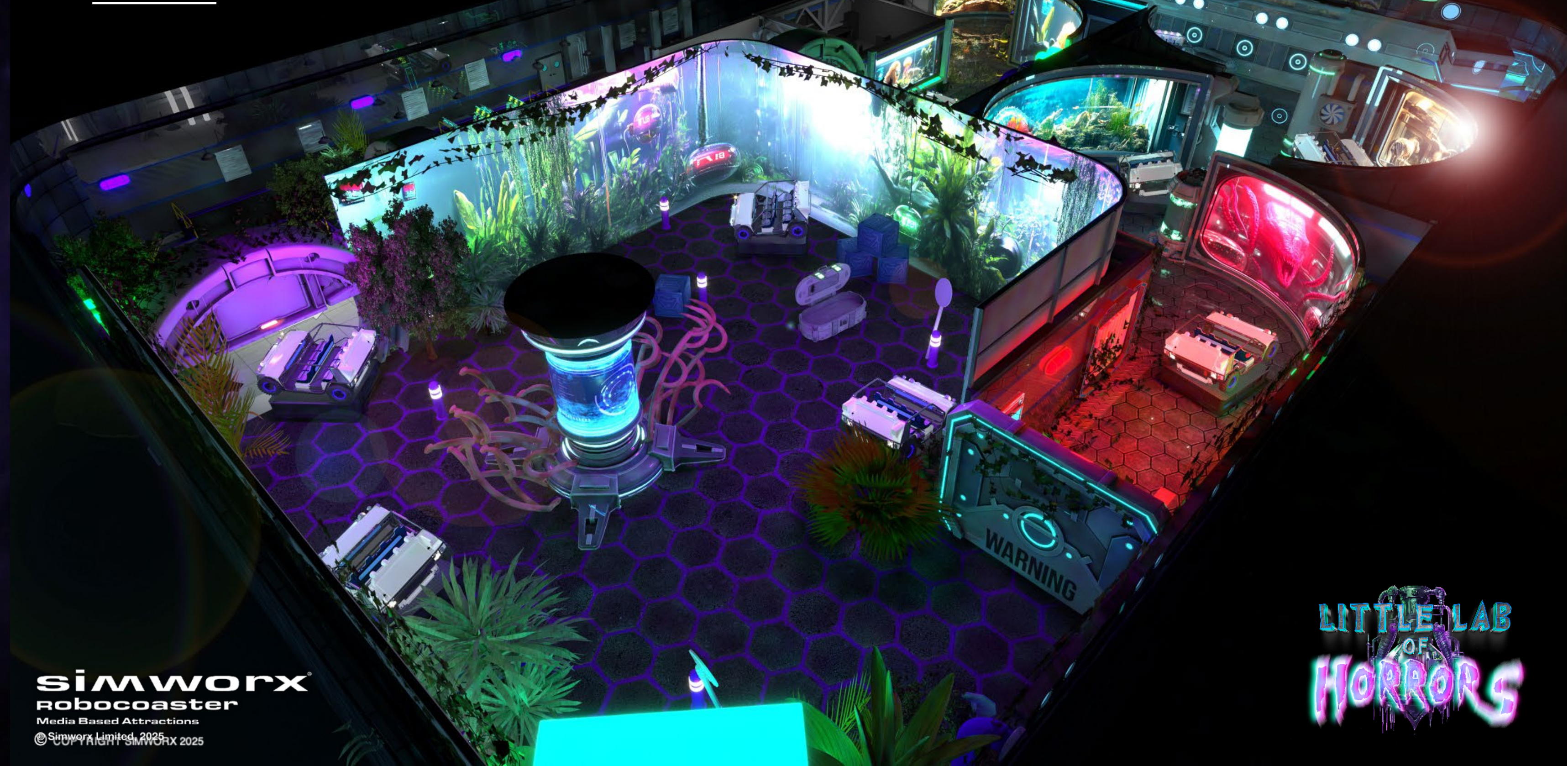
IN-SHOW CONCEPT



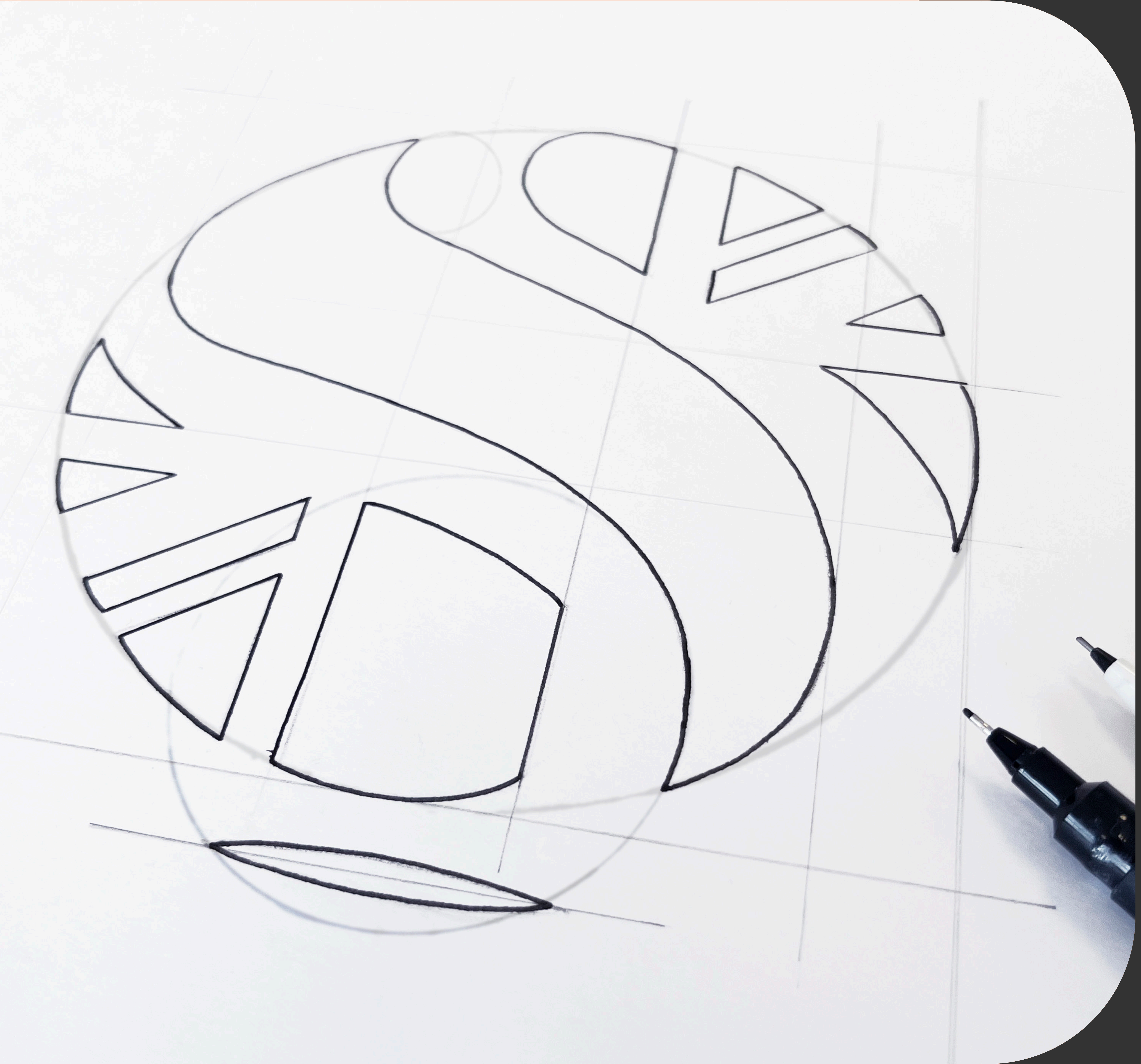
RIDE MAP


Scene 4 – The Failed Experiments
Scene 6 – The Cloning Chamber
Scene 3 – A Wrong Turn
Scene 5 – The Escape Attempt
Scene 7 – The Emergency Exit
Scene 1 – The Exhibition Hall
Boarding
Unloading
Pre-Show
Ride Exit

RIDE LAYOUT



simworx Robocoaster Media Based Attractions © Simworx Limited, 2025



BRANDING & MARKETING

Throughout my time at Simworx, I have played a leading role in shaping and maintaining the company's brand identity across all touch points. This has included the creation of marketing collateral such as brochures, adverts, email campaigns, exhibition graphics, and internal documentation, ensuring a consistent and professional brand presence.

Working closely with Marketing and Sales teams, I have helped to develop brand awareness that not only reflects the company's creative capabilities but also drives engagement and lead generation.

By combining strong visual design with strategic messaging, I have contributed to marketing efforts that have directly supported business growth and reinforced the company's position within the attractions industry.

TOOLS USED:

Ps Id Ai *Illustration*

COMPANY REBRAND

In 2019, I led my creative team through a complete company rebrand, redefining the visual identity to better reflect our position within the global attractions industry. The brief required a careful balance between evolution and continuity, particularly following the recent acquisition of Robocoaster.

The process involved the development of a new logo and supporting visual language, including a bespoke company icon designed to celebrate our heritage as a proud British exporter.

Every detail was considered, from typography and colour palette through to how the brand would be applied across digital, print, and physical environments. The result was a cohesive and forward-thinking identity that strengthened brand recognition, aligned internal teams, and positioned the company for continued growth on a global stage.

PREVIOUS LOGO

simworx®

Robocoaster®

The power to move you...

NEW LOGO

simworx®

Robocoaster

Media Based Attractions

simworx®

Robocoaster

Media Based Attractions

Worldwide Head Office
Simworx Ltd
37 Second Avenue
The Pensnett Estate
Kingswinford
West Midlands
DY6 7UL
United Kingdom

W www.simworx.co.uk
E sales@simworx.co.uk
T +44 (0) 1384 295 733
F +44 (0) 1384 296 525

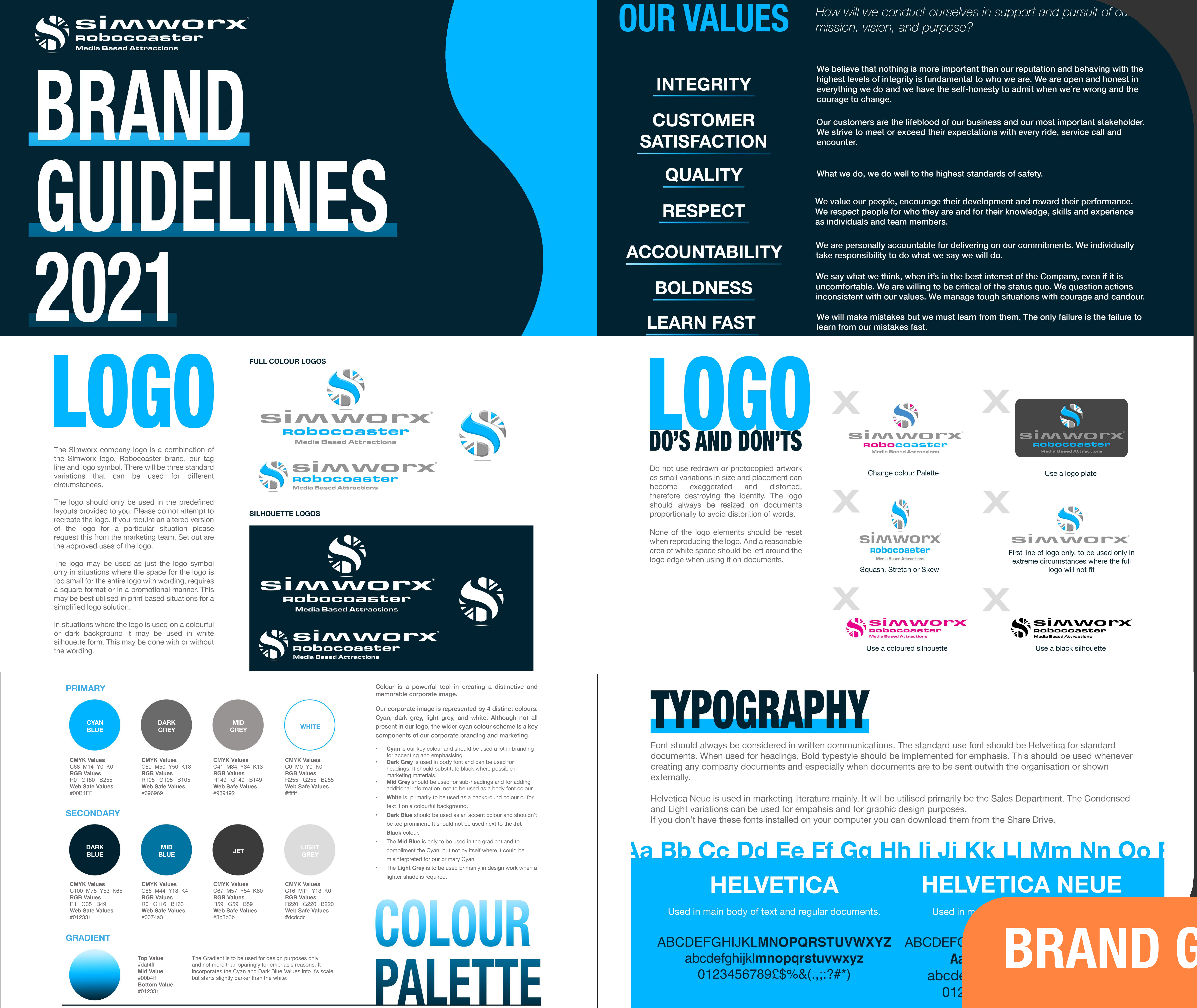
4D/5D Effects Cinemas • Dynamic Simulation Attractions
Flying Theatres • Immersive Tunnel • 3D/4D Film Content
Immersive VR Attractions • Robocoaster • AGV Dark Rides

simworx®

Robocoaster

Media Based Attractions

BRAND GUIDELINES



Media Based Attractions

BRAND GUIDELINES 2021

OUR VALUES

How will we conduct ourselves in support and pursuit of ou
mission, vision, and purpose?

INTEGRITY	We believe that nothing is more important than our reputation and behaving with the highest levels of integrity is fundamental to who we are. We are open and honest in everything we do and we have the self-honesty to admit when we're wrong and the courage to change.
CUSTOMER SATISFACTION	Our customers are the lifeblood of our business and our most important stakeholder. We strive to meet or exceed their expectations with every ride, service call and encounter.
QUALITY	What we do, we do well to the highest standards of safety.
RESPECT	We value our people, encourage their development and reward their performance. We respect people for who they are and for their knowledge, skills and experience as individuals and team members.
ACCOUNTABILITY	We are personally accountable for delivering on our commitments. We individually take responsibility to do what we say we will do.
BOLDNESS	We say what we think, when it's in the best interest of the Company, even if it is uncomfortable. We are willing to be critical of the status quo. We question actions inconsistent with our values. We manage tough situations with courage and candour.
LEARN FAST	We will make mistakes but we must learn from them. The only failure is the failure to learn from our mistakes fast.

LOGO

The Simworx company logo is a combination of the Simworx logo, Robocoaster brand, our tag line and logo symbol. There will be three standard variations that can be used for different circumstances.

The logo should only be used in the predefined layouts provided to you. Please do not attempt to recreate the logo. If you require an altered version of the logo for a particular situation please request this from the marketing team. Set out are the approved uses of the logo.

The logo may be used as just the logo symbol only in situations where the space for the logo is too small for the entire logo with wording, requires a square format or in a promotional manner. This may be best utilised in print based situations for a simplified logo solution.

In situations where the logo is used on a colourful or dark background it may be used in white silhouette form. This may be done with or without the wording.

FULL COLOUR LOGOS

SILHOUETTE LOGOS

LOGO DO'S AND DON'TS

Do not use redrawn or photocopied artwork as small variations in size and placement can become exaggerated and distorted, therefore destroying the identity. The logo should always be resized on documents proportionally to avoid distorition of words.

None of the logo elements should be reset when reproducing the logo. And a reasonable area of white space should be left around the logo edge when using it on documents.

Change colour Palette

Use a logo plate

Squash, Stretch or Skew

First line of logo only, to be used only in extreme circumstances where the full logo will not fit

Use a coloured silhouette

Use a black silhouette

PRIMARY

CYAN BLUE	DARK GREY	MID GREY	WHITE
CMYK Values C68 M14 Y0 K0	**CMYK Values** C59 M50 Y50 K18	**CMYK Values** C41 M34 Y34 K13	**CMYK Values** C0 M0 Y0 K0
RGB Values R0 G180 B255	**RGB Values** R105 G105 B105	**RGB Values** R149 G149 B149	**RGB Values** R255 G255 B255
Web Safe Values #00B4FF	**Web Safe Values** #696969	**Web Safe Values** #989492	**Web Safe Values** #ffffff

SECONDARY

DARK BLUE	MID BLUE	JET	LIGHT GREY
CMYK Values C100 M75 Y53 K65	**CMYK Values** C86 M44 Y18 K4	**CMYK Values** C67 M57 Y54 K60	**CMYK Values** C16 M11 Y13 K0
RGB Values R1 G35 B49	**RGB Values** R0 G116 B163	**RGB Values** R59 G59 B59	**RGB Values** R220 G220 B220
Web Safe Values #012331	**Web Safe Values** #0074a3	**Web Safe Values** #3b3b3b	**Web Safe Values** #dcdcdc

GRADIENT

Top Value
#daf4ff
Mid Value
#00b4ff
Bottom Value
#012331

The Gradient is to be used for design purposes only and not more than sparingly for emphasis reasons. It incorporates the Cyan and Dark Blue Values into it's scale but starts slightly darker than the white.

Colour is a powerful tool in creating a distinctive and memorable corporate image.

Our corporate image is represented by 4 distinct colours. Cyan, dark grey, light grey, and white. Although not all present in our logo, the wider cyan colour scheme is a key components of our corporate branding and marketing.

- **Cyan** is our key colour and should be used a lot in branding for accenting and emphasising.
- **Dark Grey** is used in body font and can be used for headings. It should substitute black where possible in marketing materials.
- **Mid Grey** should be used for sub-headings and for adding additional information, not to be used as a body font colour.
- **White** is primarily to be used as a background colour or for text if on a colourful background.
- **Dark Blue** should be used as an accent colour and shouldn't be too prominent. It should not be used next to the **Jet Black** colour.
- The **Mid Blue** is only to be used in the gradient and to compliment the Cyan, but not by itself where it could be misinterpreted for our primary Cyan.
- The **Light Grey** is to be used primarily in design work when a lighter shade is required.

COLOUR PALETTE

TYPOGRAPHY

Font should always be considered in written communications. The standard use font should be Helvetica for standard documents. When used for headings, Bold typestyle should be implemented for emphasis. This should be used whenever creating any company documents and especially when documents are to be sent outwith the organisation or shown externally.

Helvetica Neue is used in marketing literature mainly. It will be utilised primarily be the Sales Department. The Condensed and Light variations can be used for empahsis and for graphic design purposes.
If you don't have these fonts installed on your computer you can download them from the Share Drive.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

HELVETICA

Used in main body of text and regular documents.

ABCDEFGHIJKL**MNOPQRSTUVWXYZ**
abcdefghijkl**mnopqrstuvwxyz**
0123456789£$%&(.,;:?#*)

HELVETICA NEUE

Used in m

ABCDEF
Aa
abcde
012

In order to strengthen the company's visual identity, I collaborated with the Marketing team to develop a comprehensive Brand Guidelines document.

This booklet was designed to ensure consistency across all company platforms, defining clear rules for logo usage, typography, colour palettes, and overall brand tone.

The guidelines also extended beyond visuals, incorporating company values and messaging principles too.

By establishing these standards, we created a unified brand voice that could be applied across global teams and projects. This has been instrumental in maintaining a professional and recognisable identity across all platforms and materials.

LOGO DEVELOPMENT

Logo design is an integral aspect of developing new products and attraction concepts, often serving as the first visual representation of an idea. Each logo is carefully crafted to reflect the theme, tone, and target audience of the concept, ensuring it resonates both creatively and commercially.

Using a combination of sketches, Adobe Illustrator and Photoshop, I create logos that are versatile and scalable, suitable for use across presentations, posters, and on-site branding.

The result is a strong visual identity that enhances the narrative of the concept, and strengthens its market appeal.

SHANGHAI PURSUIT
AGV
DARKRIDE

Immersive
Superflume

LITTLE LAB
OF
HORRORS

AGV
DARKRIDE

SKY ACADEMY

The SECRETS of
ATLANTIS

THE IMMERSIVE
TUNNEL

viking
voyage
immersive tunnel

PEGASUS
FLYING THEATRE

AGV
DARKRIDE

COBRA
DYNAMIC MOTION THEATRE

WILD
MOUNTAIN
THE AVALANCHE ESCAPE

ALPINE
RACER VR

AUTOMATED
DRONE

Immersive
Adventurer

THE
Incredible
FLYING MACHINE

BRANDING & MARKETING

simworx
Robocoaster
Media Based Attractions

More awesome rides in the making...
DEMO ROOM
simworx
RIDES IN ACTION
THIS WAY
PUSH

simworx
Robocoaster
Media Based Attractions

4DVR
simworx
Robocoaster
Media Based Attractions

NOTABLE IP WORK

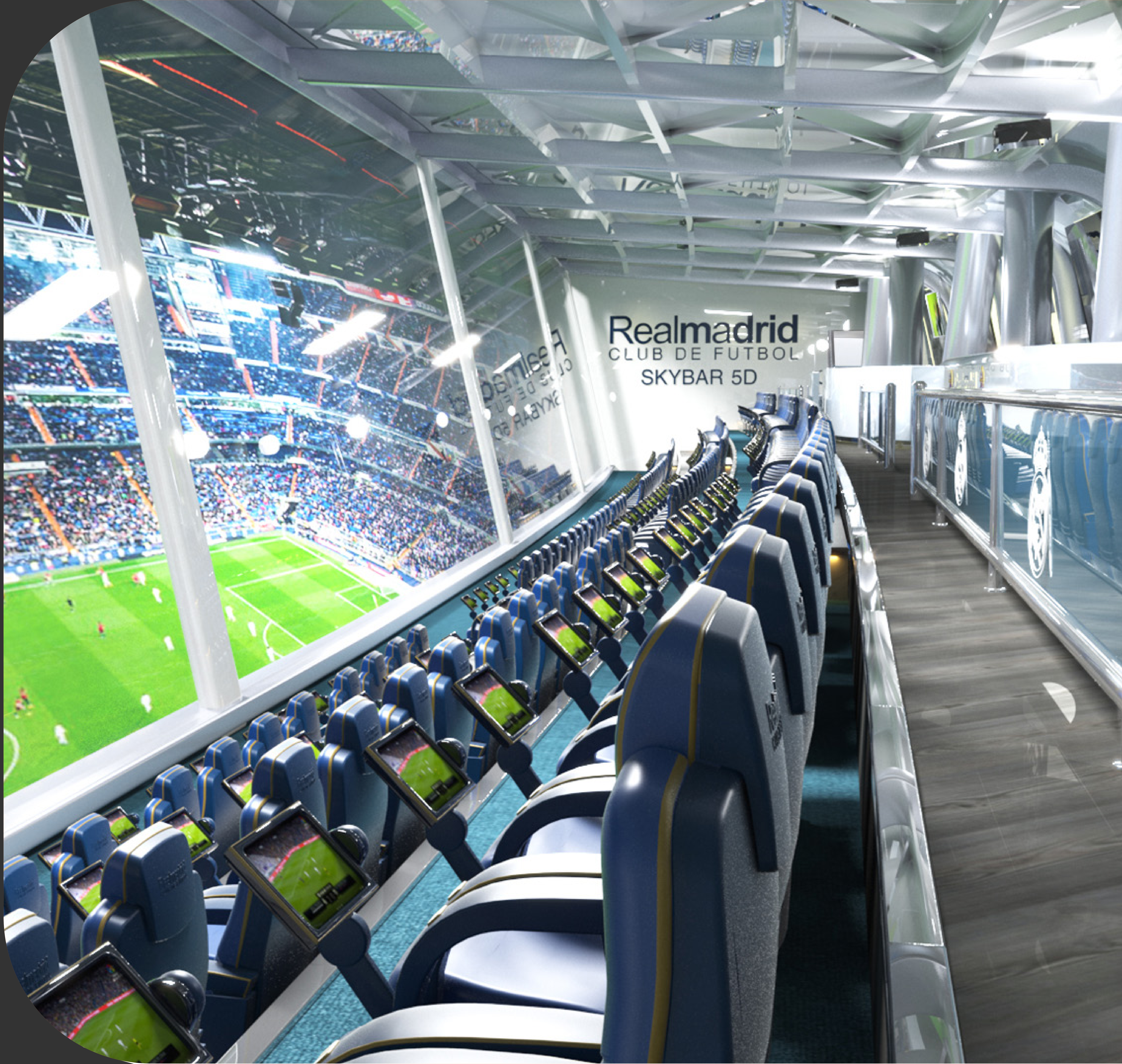
During my time at Simworx, I have had the opportunity to work with many globally recognised brands and intellectual properties.

These partnerships have required a high level of creative sensitivity, ensuring that all work aligns with established brand guidelines while still delivering fresh and engaging brand experiences.

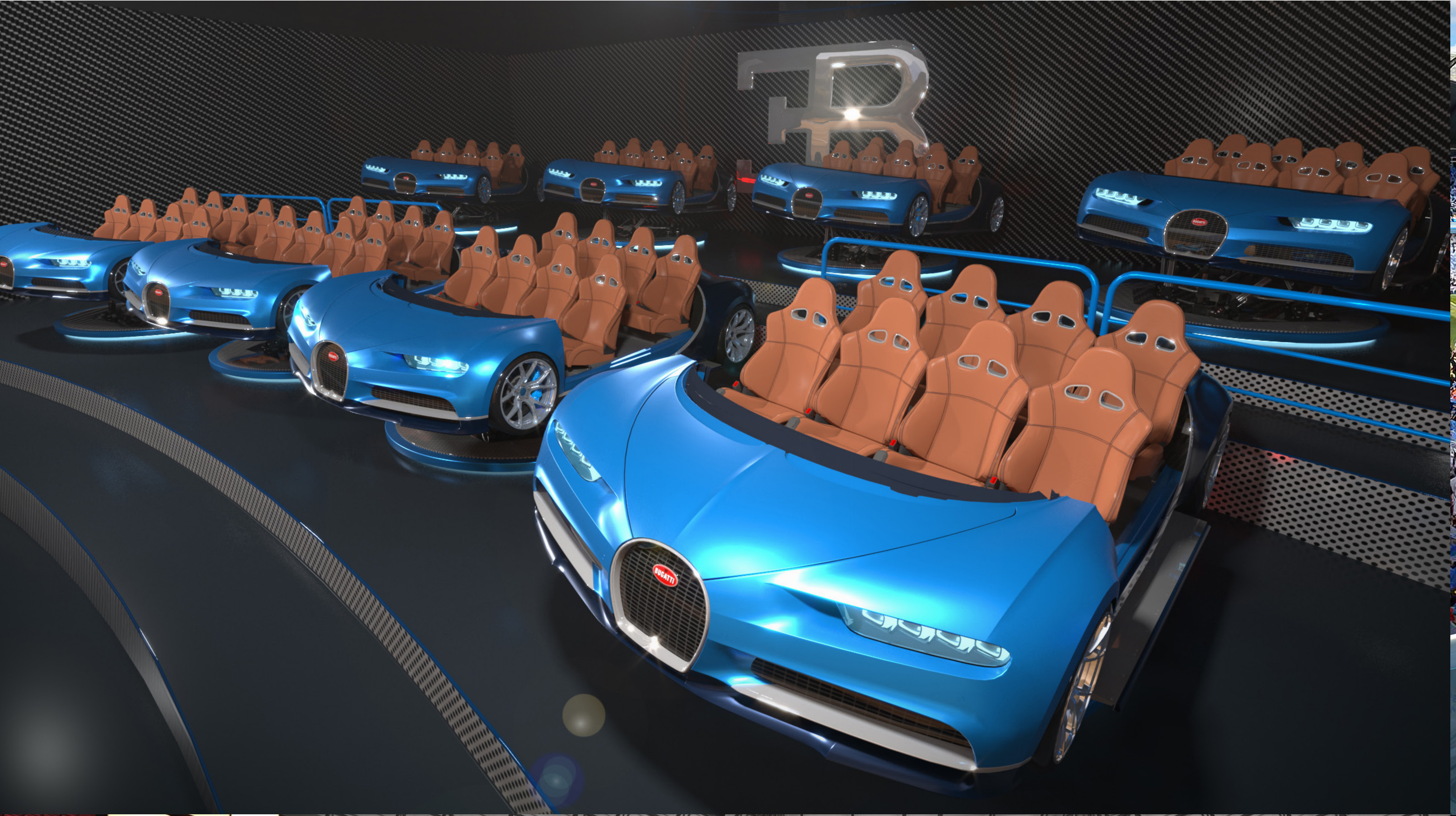
Projects have included work associated with major names such as Ferrari, Cartoon Network, Real Madrid, Condé Nast, and Nickelodeon.

In several cases these concepts have progressed beyond initial design stages into fully realised attractions.

Working with such prestigious brands has strengthened my ability to balance creativity with brand integrity, delivering work that meets both client expectations and audience appeal.



NOTABLE IP WORK



ETIHAD STADIUM

adidas
Snapdragon
DHL
MUTV
DXC TECHNOLOGY
INEOS
Tezos
C360
GIVING A LIN

Condé Nast
Traveller
BEST IN THE WORLD
HOTELS ISLANDS AIRLINES CITIES
TOP 100
WHERE TO GO IN 2019
India
Italy
Rio
Morocco
A WORLD OF STYLE

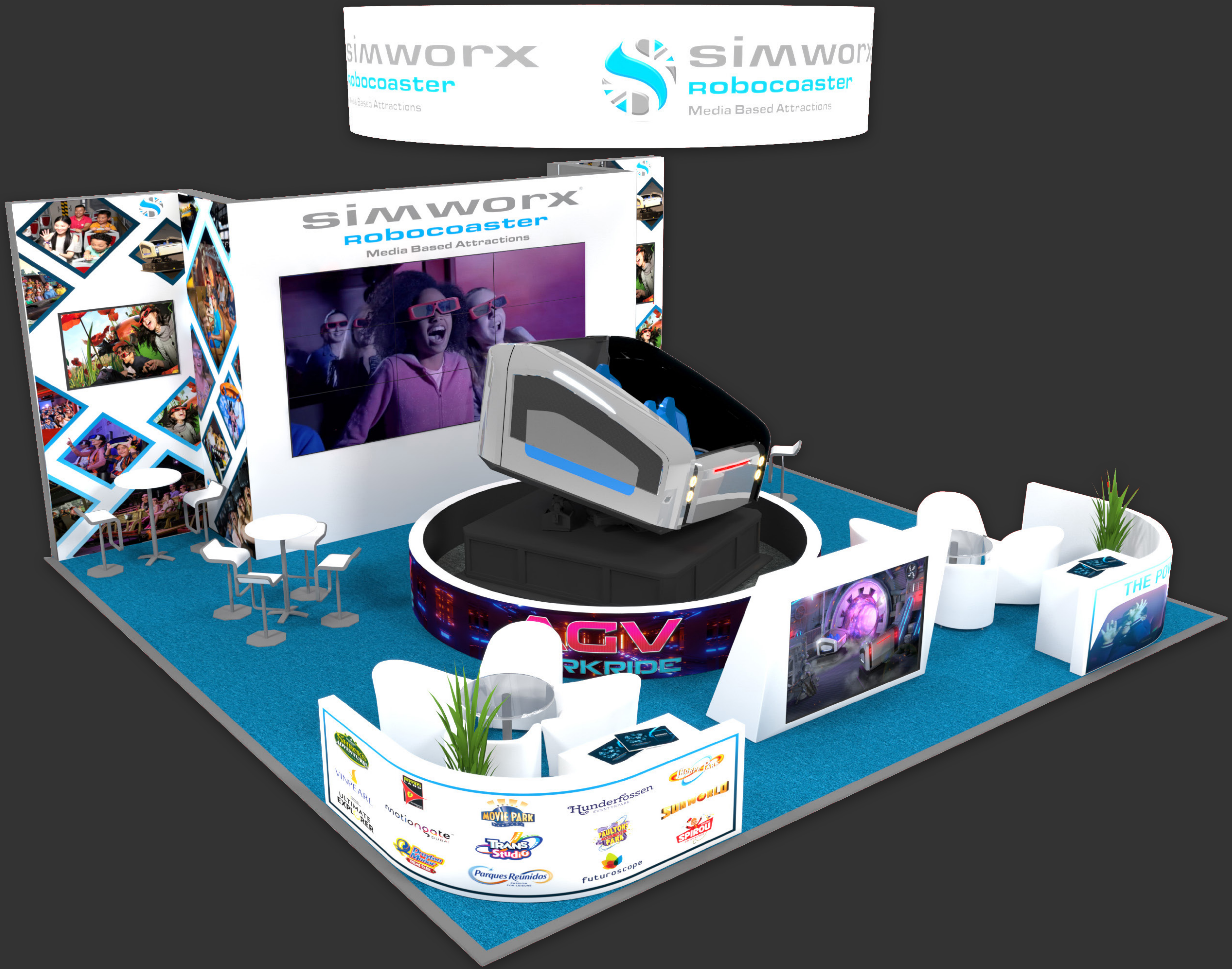
5
TEST VEHICLE

CELTIC FC
FLYING THEATRE
PEGASUS
FLYING THEATRE

NOW ENTERING
TEST ZONE
TEST ZONE
STOP
TEST VEHICLE

NOTABLE IP WORK

EXHIBITION DESIGN


simworx
Robocoaster
Media Based Attractions
AGV
RKRIDE
THE PO
MOVIE PARK
Hunderfossen
motiongate
TRANS Studio
Parques Reunidos
futuroscope
PAULTONS PARK
SPIROU

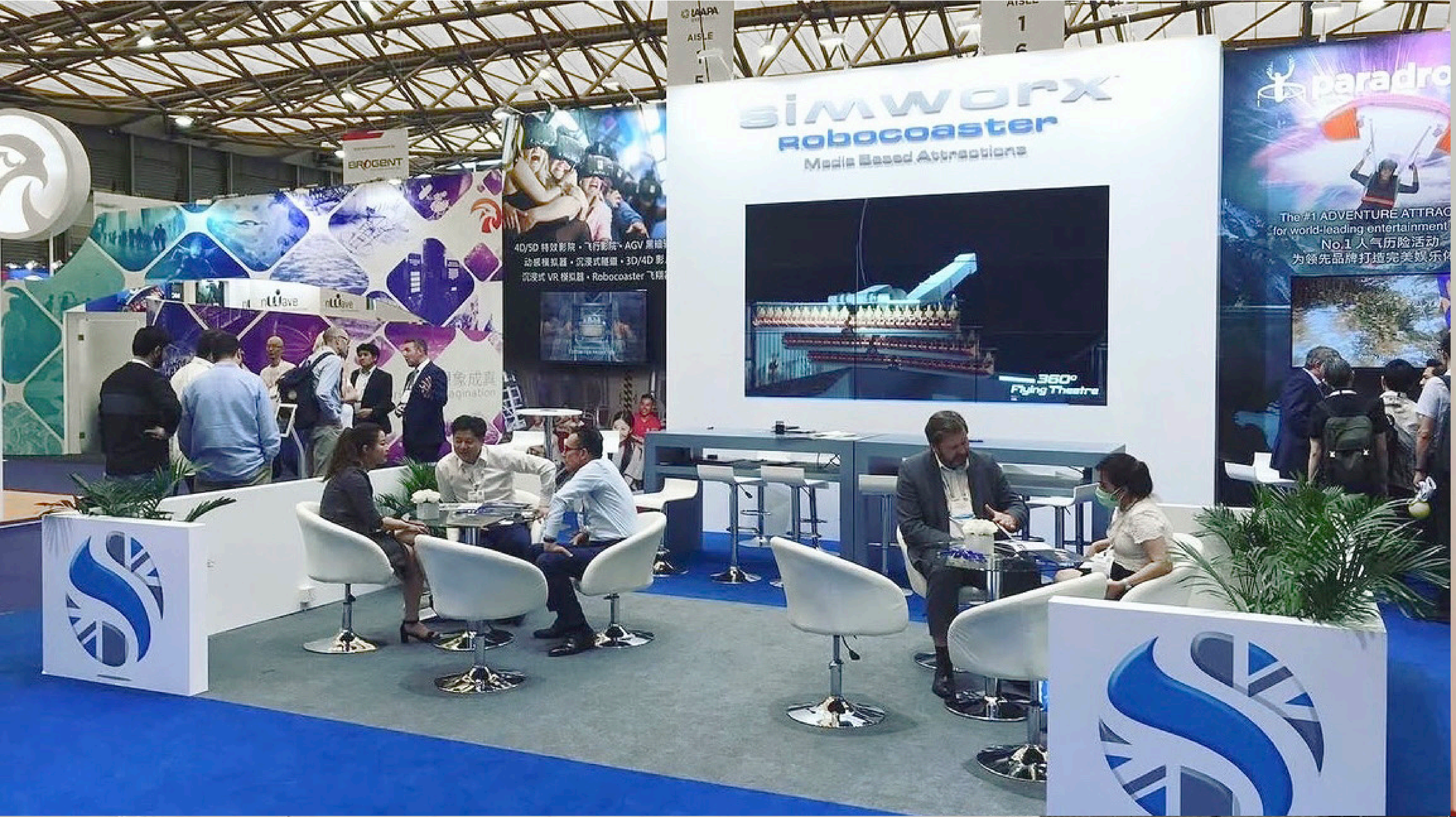
Exhibitions and booth design has been a key component of my role, particularly in supporting the company's presence at major global events. I have led the creative development of exhibition stands for shows including IAAPA in Orlando, Europe, and Asia, as well as multiple events across the Middle East.

My responsibilities include designing visually striking and functional booths that effectively showcase our products and attract potential clients.

This involves close collaboration with external contractors and logistics teams to ensure designs are delivered accurately and efficiently on-site. The result is an engaging exhibition presence that strengthens brand visibility and supports business development.

TOOLS USED:

3 MAX Ai Id Ps


simworx
Robocoaster
Media Based Attractions
paradrop
360°
Flying Theatre

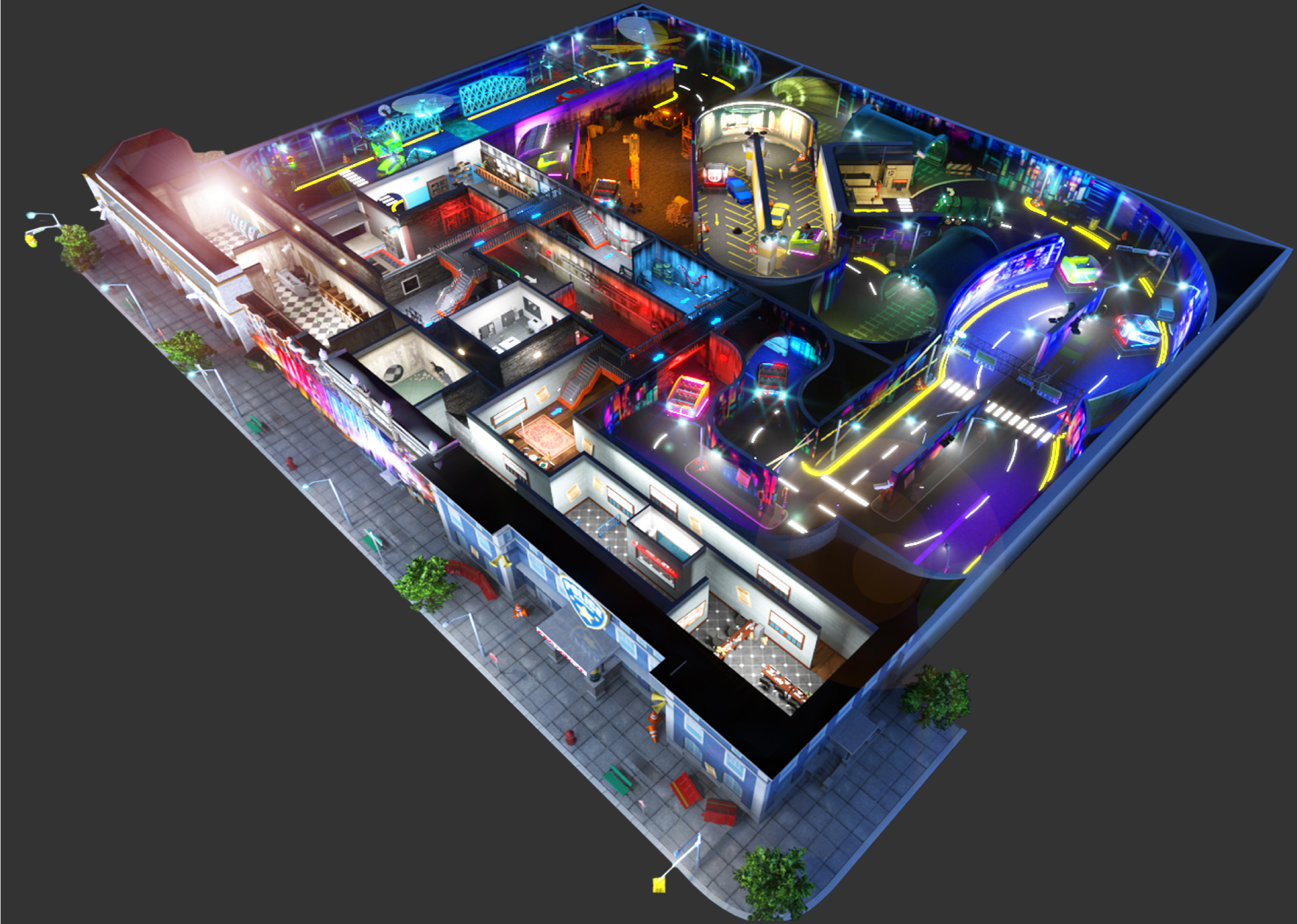
simworx
Robocoaster
Media Based Attractions
THE POWER TO MOVE YOU.
CUSTOM PROJECT
4D CINEMA
COBRA
FLYING THEATRE
IMMERSIVE TUNNEL
4DVR
STARGAZER

simworx
Robocoaster
Media Based Attractions
AGV
paradrop VR
TAKE YOUR VISITOR EXPERIENCE TO NEW HEIGHTS
paradrop

simworx
Robocoaster
Media Based Attractions
POLICE
SPECIAL PURSUIT UNIT

EXHIBITION DESIGN

FULL LAYOUT DESIGN



A significant aspect of my work involves the development of full attraction layouts, providing clients with a complete vision of the guest experience. These layouts detail every stage of the journey, from initial entry and queue lines through to ride experience and exit points such as retail spaces.

Using advanced 3D modelling and visualisation tools, I create comprehensive designs that demonstrate how all elements of the attraction come together. This includes environmental theming, spatial planning, and integration with ride systems.

These layouts ensure that the wider experience is clearly communicated and thoughtfully considered.

TOOLS USED:

SODA MOUNTAIN
Smoothy
مغامرات المملكة العربية السعودية
SAUDI ARABIA ADVENTURES

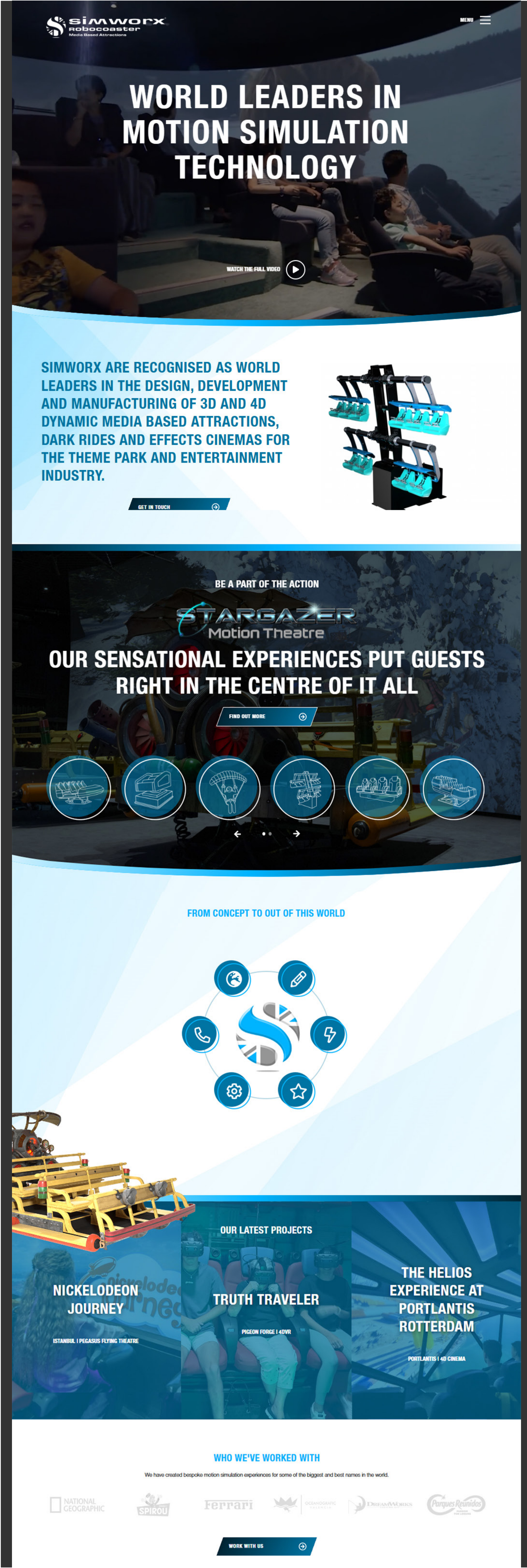
FULL LAYOUT DESIGN

THE RED DRAGON INN
YE OLDE TAVERN
KING ARTHUR'S QUEST
STONEHENGE PARAGLIDE
VOYAGE FOR THE MARY ROSE
FLIGH
OVER BRI
Media Based
Fish'n'Chips
TIME TRAVELING
THE GREAT BRITISH ADVENTURE

FULL LAYOUT DESIGN

FULL LAYOUT DESIGN

TOP GUN
CANYON RUN


simworx
Robocoaster
Media Based Attractions
MENU

WORLD LEADERS IN MOTION SIMULATION TECHNOLOGY

WATCH THE FULL VIDEO

SIMWORX ARE RECOGNISED AS WORLD LEADERS IN THE DESIGN, DEVELOPMENT AND MANUFACTURING OF 3D AND 4D DYNAMIC MEDIA BASED ATTRACTIONS, DARK RIDES AND EFFECTS CINEMAS FOR THE THEME PARK AND ENTERTAINMENT INDUSTRY.

GET IN TOUCH

BE A PART OF THE ACTION

STARGAZER
Motion Theatre

OUR SENSATIONAL EXPERIENCES PUT GUESTS RIGHT IN THE CENTRE OF IT ALL

FIND OUT MORE

FROM CONCEPT TO OUT OF THIS WORLD

OUR LATEST PROJECTS

NICKELODEON JOURNEY
ISTANBUL I PEGASUS FLYING THEATRE

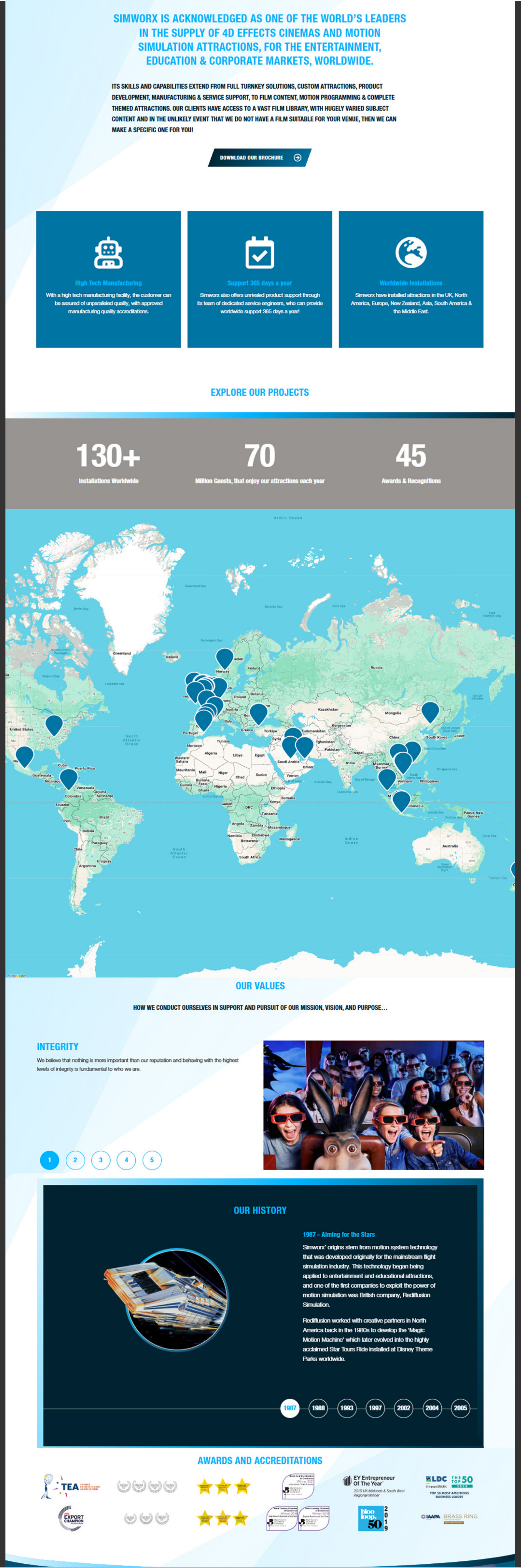
TRUTH TRAVELER
PIGEON FORGE I 4DVR

THE HELIOS EXPERIENCE AT PORTLANTIS ROTTERDAM
PORTLANTIS I 4D CINEMA

WHO WE'VE WORKED WITH

We have created bespoke motion simulation experiences for some of the biggest and best names in the world.

NATIONAL GEOGRAPHIC
SPIROU
Ferrari
OCEANOGRAFIC VALENCIA
DREAMWORKS
Parques Reunidos
WORK WITH US



SIMWORX IS ACKNOWLEDGED AS ONE OF THE WORLD'S LEADERS IN THE SUPPLY OF 4D EFFECTS CINEMAS AND MOTION SIMULATION ATTRACTIONS, FOR THE ENTERTAINMENT, EDUCATION & CORPORATE MARKETS, WORLDWIDE.

ITS SKILLS AND CAPABILITIES EXTEND FROM FULL TURNKEY SOLUTIONS, CUSTOM ATTRACTIONS, PRODUCT DEVELOPMENT, MANUFACTURING & SERVICE SUPPORT, TO FILM CONTENT, MOTION PROGRAMMING & COMPLETE THEMED ATTRACTIONS. OUR CLIENTS HAVE ACCESS TO A VAST FILM LIBRARY, WITH HUGELY VARIED SUBJECT CONTENT AND IN THE UNLIKELY EVENT THAT WE DO NOT HAVE A FILM SUITABLE FOR YOUR VENUE, THEN WE CAN MAKE A SPECIFIC ONE FOR YOU!

DOWNLOAD OUR BROCHURE

High Tech Manufacturing
With a high tech manufacturing facility, the customer can be assured of unparalleled quality, with approved manufacturing quality accreditations.

Support 365 days a year
Simworx also offers unrivaled product support through its team of dedicated service engineers, who can provide worldwide support 365 days a year!

Worldwide Installations
Simworx have installed attractions in the UK, North America, Europe, New Zealand, Asia, South America & the Middle East.

EXPLORE OUR PROJECTS

130+
Installations Worldwide

70
Million Guests, that enjoy our attractions each year

45
Awards & Recognitions

Arctic Ocean
Google

OUR VALUES

HOW WE CONDUCT OURSELVES IN SUPPORT AND PURSUIT OF OUR MISSION, VISION, AND PURPOSE...

INTEGRITY

We believe that nothing is more important than our reputation and behaving with the highest levels of integrity is fundamental to who we are.

OUR HISTORY

1987 - Aiming for the Stars

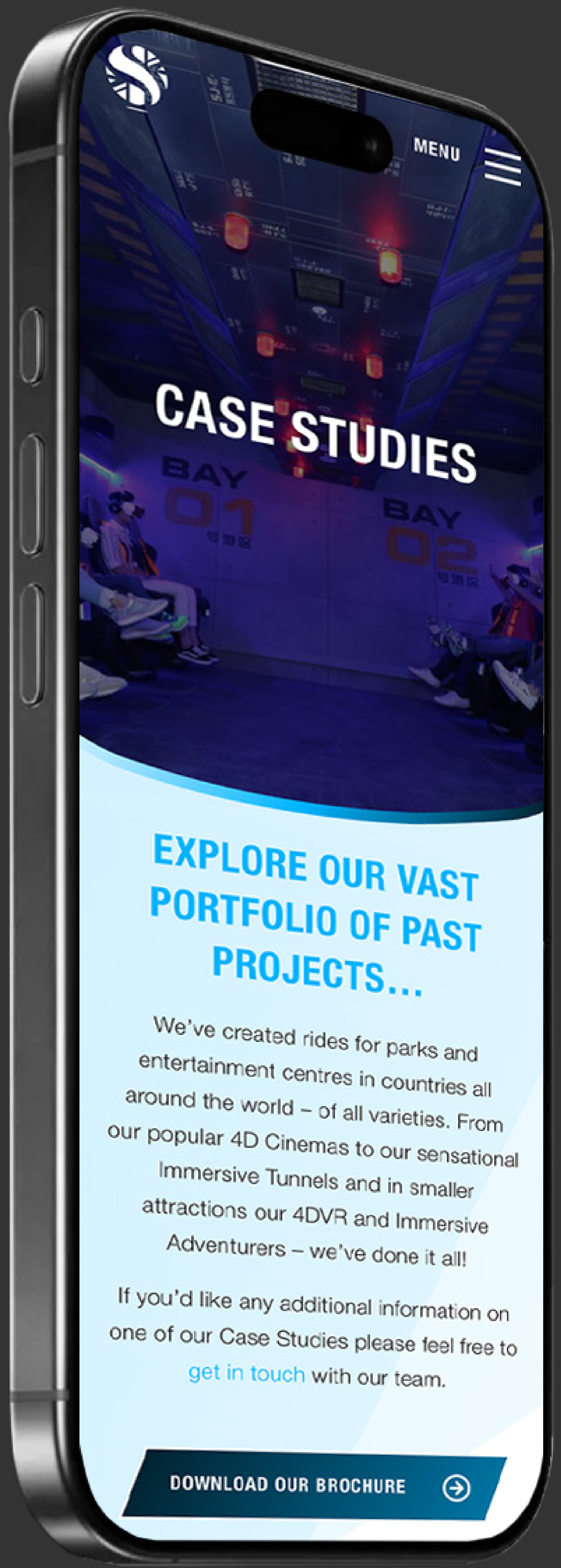
Simworx' origins stem from motion system technology that was developed originally for the mainstream flight simulation industry. This technology began being applied to entertainment and educational attractions, and one of the first companies to exploit the power of motion simulation was British company, Rediffusion Simulation.

Rediffusion worked with creative partners in North America back in the 1980s to develop the 'Magic Motion Machine' which later evolved into the highly acclaimed Star Tours Ride installed at Disney Theme Parks worldwide.

1987
1988
1993
1997
2002
2004
2005

AWARDS AND ACCREDITATIONS

TEA THEMED ENTERTAINMENT ASSOCIATION
EY Entrepreneur Of The Year
2019 UK Midlands & South West Regional Winner
LDC THE TOP 50 2020
TOP 50 MOST AMBITIOUS BUSINESS LEADER
2019 EXPORT CHAMPION
blooloop 50 2019
IAAPA BRASS RING


MENU
BAY 01
BAY 02

CASE STUDIES

EXPLORE OUR VAST PORTFOLIO OF PAST PROJECTS...

We've created rides for parks and entertainment centres in countries all around the world – of all varieties. From our popular 4D Cinemas to our sensational Immersive Tunnels and in smaller attractions our 4DVR and Immersive Adventurers – we've done it all!

If you'd like any additional information on one of our Case Studies please feel free to get in touch with our team.

DOWNLOAD OUR BROCHURE

WEB DESIGN

I played a key role in the redevelopment of the company's website, working closely with an external web design agency to modernise its look and functionality. My team focused on curating visual content, refining user experience, and ensuring the site reflected the company's capabilities.

Throughout the process, we provided detailed feedback and direction, helping to shape the structure, and presentation of all content. The result was a more engaging and user-friendly platform that effectively showcases projects, products, and brand identity.

Once built my team and I have maintained and updated the website regularly using Wordpress. This has contributed to improved client engagement and strengthened the company's digital presence.

TOOLS USED:

Ps Ai

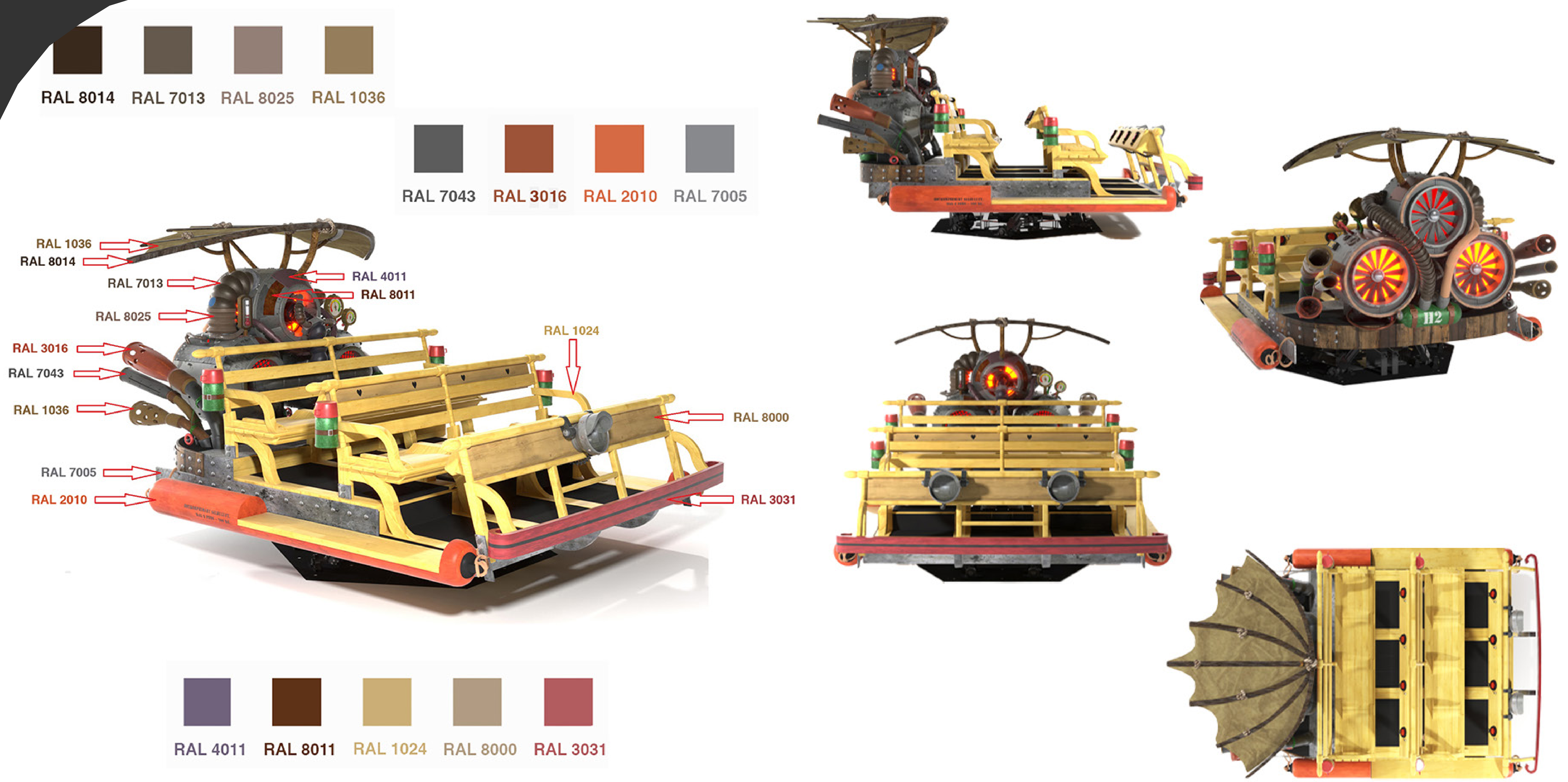
PRODUCT DEVELOPMENT

One of the most rewarding aspects of my role has been contributing to the successful development of attractions from initial concept through to final delivery. My designs have played a key role in securing major sales, but equally important has been the opportunity to see these ideas realised as physical experiences.

From 3D printing prototypes, to working closely with engineering and theming suppliers, I ensure that all concepts are both creative and technically feasible. This requires a strong understanding of production processes and practical constraints.

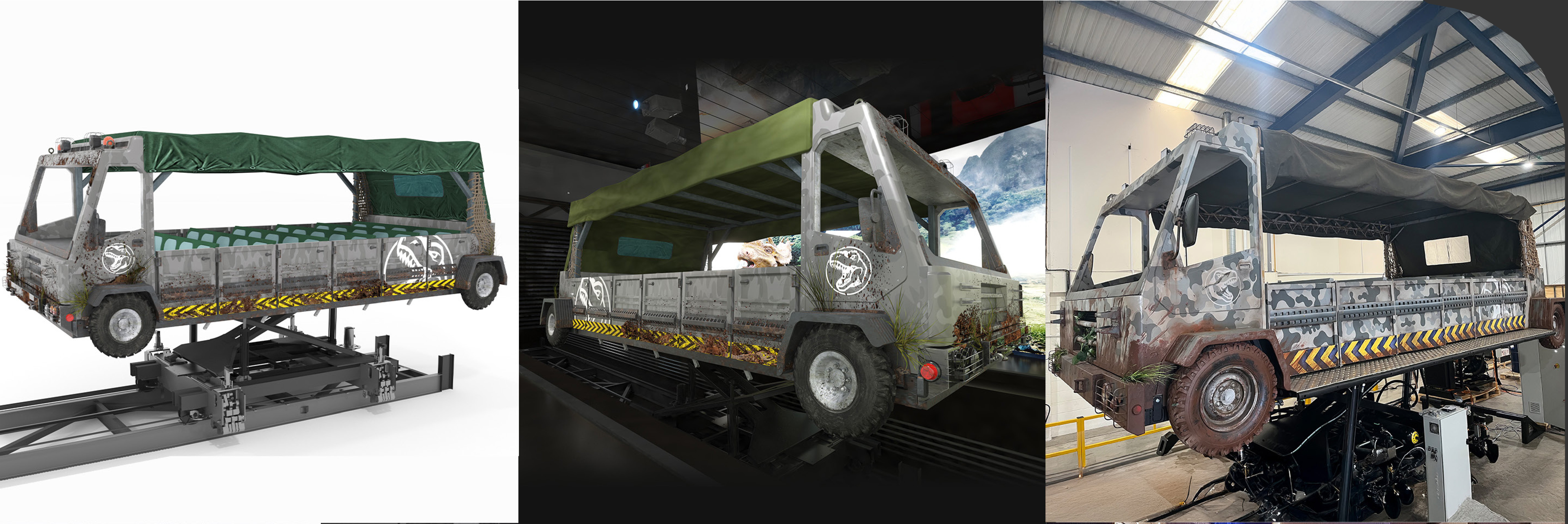
Several of these projects have gone on to receive industry recognition, including awards such as The THEA's and Park World Excellence, highlighting the impact and quality of the work delivered.

Reodor Felgen's Hyperakselerator
HUNDERFOSSEN, NORWAY
Motion Ride
2021

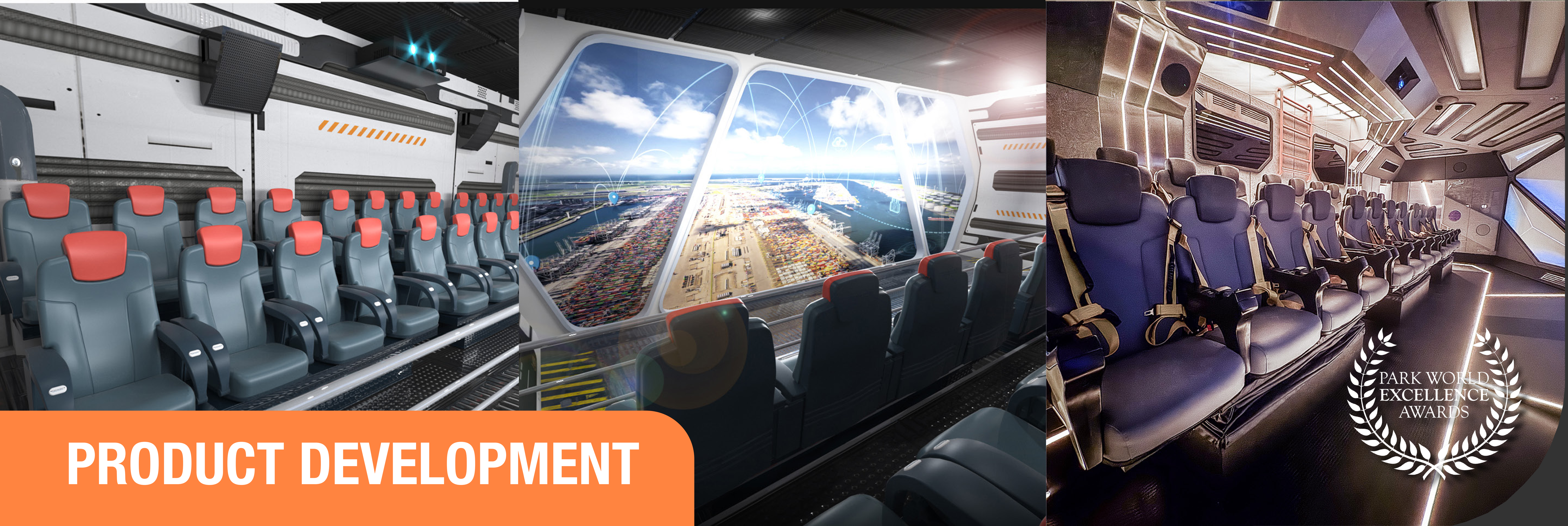

RAL 8014
RAL 7013
RAL 8025
RAL 1036
RAL 7043
RAL 3016
RAL 2010
RAL 7005
RAL 1036
RAL 8014
RAL 7013
RAL 4011
RAL 8011
RAL 8025
RAL 1024
RAL 3016
RAL 7043
RAL 1036
RAL 8000
RAL 7005
RAL 2010
RAL 3031
RAL 4011
RAL 8011
RAL 1024
RAL 8000
RAL 3031

THEA
AWARDS
WINNER

PRODUCT DEVELOPMENT



Dinosaur Safari
DESTINATION: ASIA
Immersive Tunnel
2026


PARK WORLD
EXCELLENCE
AWARDS

Helios Experience
PORTLANTIS, HOLLAND
4D Cinema
2025

Kung Fu Panda
Motiongate, Dubai
Motion Ride
2017

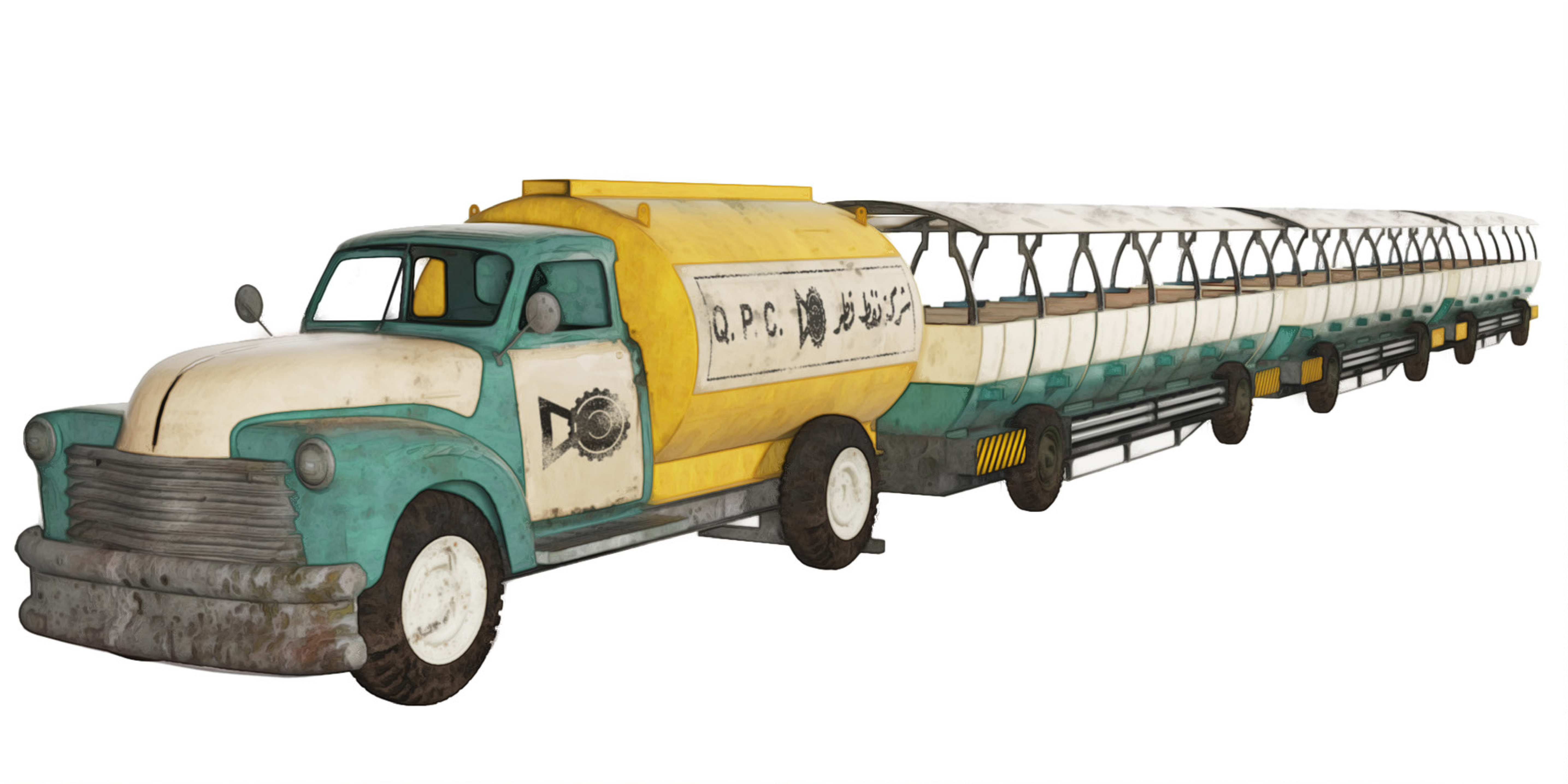
THEA
AWARDS
WINNER

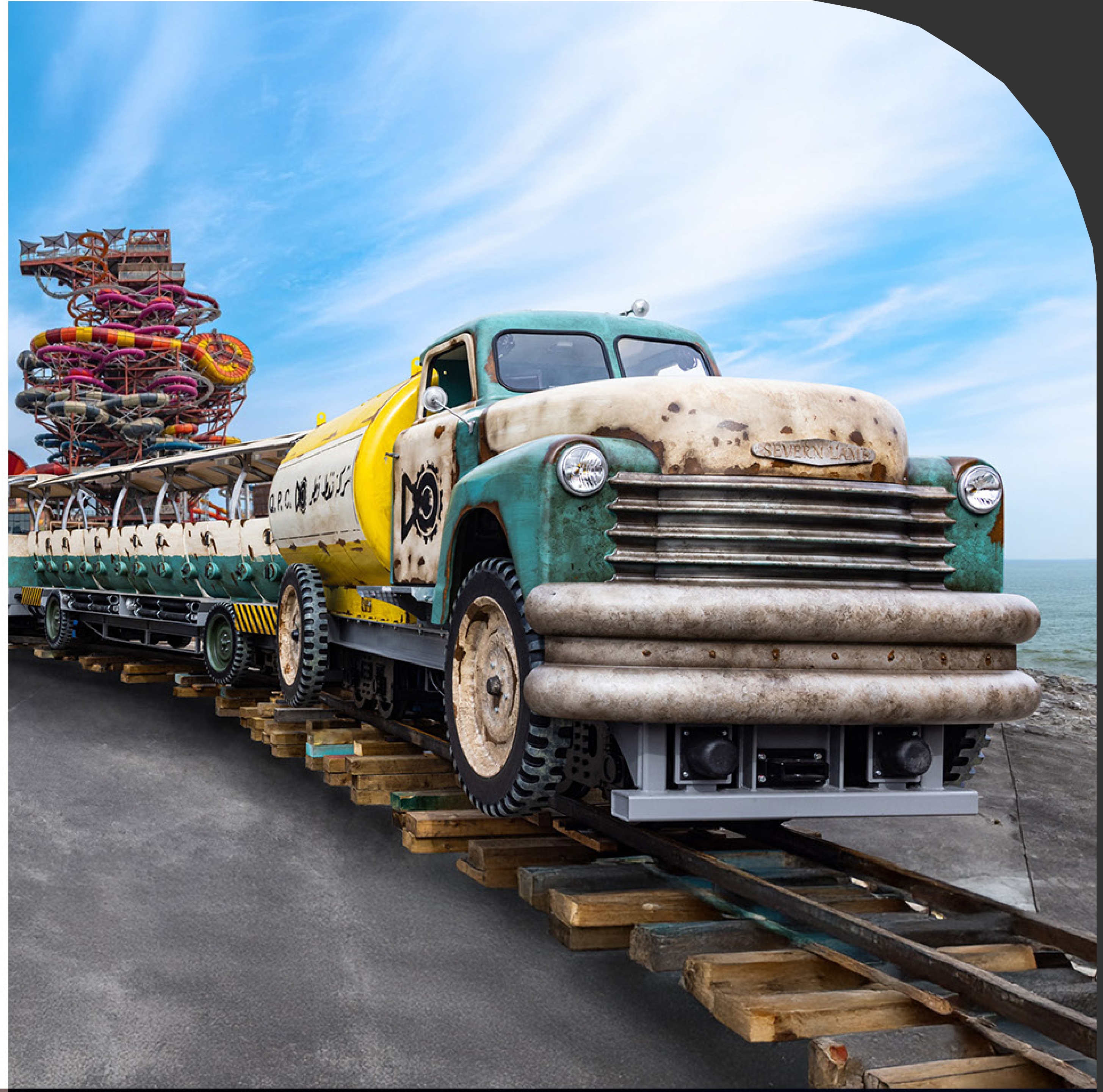
Barbie's Roadtrip
MATTEL PLAY,
ABU DHABI
Motion Ride
2024

Barbie
Barbie

PRODUCT DEVELOPMENT

PRODUCT DEVELOPMENT

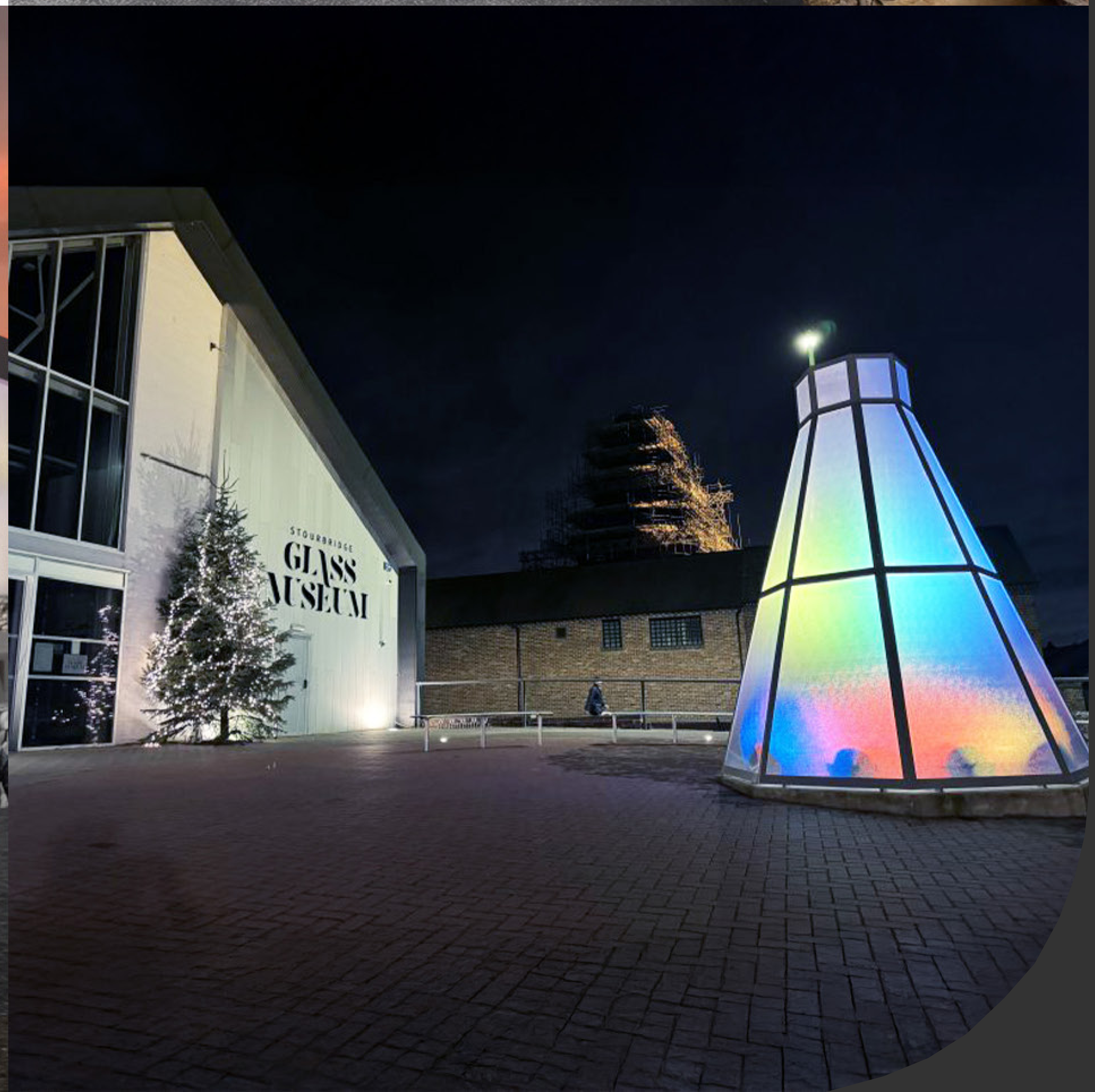




Passenger Carrier Vehicle
QETAIFAN, QATAR
Severn Lamb
2022

STOURBRIDGE
GLASS
MUSEUM

STOURBRIDGE
GLASS
MUSEUM


STOURBRIDGE
GLASS
MUSEUM

Glass Blowers Cone
STOURBRIDGE GLASS MUSUEM
Custom Project
2024

VIDEO SHOWREEL

In addition to static visuals, I produce high-quality animation and video content to bring concepts to life. Using tools such as 3DS Max and Unreal Engine, I create dynamic sequences that showcase movement, storytelling, and the overall guest experience in a more immersive way.

These showreels are a powerful tool in client presentations, helping stakeholders fully understand how an attraction will feel and function. By combining cinematic techniques with technical accuracy, I ensure that each video communicates both excitement and credibility. These animations have played a significant role in winning bids and securing projects, demonstrating the value of visual storytelling in the sales process.

MATT
CLARKSON
CREATIVE SHOWREEL

WATCH HERE:

https://youtu.be/fSVA1U7IJ5k

TOOLS USED:

MATT
CLARKSON
CREATIVE

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